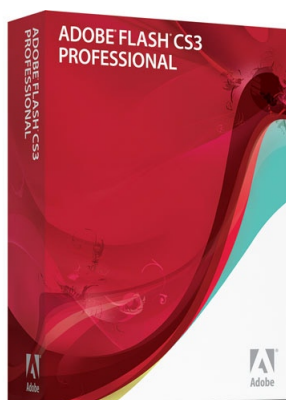


# ADOBE® FLASH® CS3 PROFESSIONAL

## CREATE AND DELIVER RICH, INTERACTIVE CONTENT



### Adobe Flash CS3 Professional is also available as a component of:

- Adobe Creative Suite 3 Web Premium
- Adobe Creative Suite 3 Web Standard
- Adobe Creative Suite 3 Design Premium
- Adobe Creative Suite 3 Production Premium
- Adobe Creative Suite 3 Master Collection

Take advantage of Emmy Award-winning Flash Video technology and the ubiquitous Adobe Flash Player to deliver interactive content.

With a new streamlined user interface, time-saving design and development tools, and impressive integration with Adobe Photoshop® CS3 and Adobe Illustrator® CS3, Flash CS3 Professional ensures a fast, fluid, and efficient workflow.

### Introduction

All-new Adobe Flash CS3 Professional software is the most advanced authoring environment for rich, interactive content creation. Whether creating interactive websites, rich media advertisements, instructional media, engaging presentations, online games, or content for mobile devices, designers and developers worldwide depend on Flash to ensure that their content reaches the widest audience. Available for Microsoft® Windows® and as a universal-binary application for Mac, Flash CS3 provides the tools you need to be successful.

Flash CS3 Professional is an integral part of Adobe Creative Suite® 3, which empowers creative professionals and developers to experience an uninterrupted flow of energy and ideas from initial concept to polished final execution across print, video, web, and mobile devices. The end-to-end integration is the core of what makes Creative Suite uniquely powerful—so you can remain focused on your vision and achieve the highest quality results in less time.

With Adobe Flash CS3 Professional, you can:

**Experience creative flexibility**—Flash CS3 features a full set of creative drawing, animation, and interactive tools offering greater productivity and flexibility to explore multiple design options. New Shape Primitives and a new Pen tool—one that functions like that found in Adobe Illustrator—allow for precise control over your artwork.

**Work in a productive development environment**—Rich time-saving programming tools like code collapse and a new advanced debugger all make for a productive development environment. Flash CS3 also features the ability to quickly convert timeline-based animations to ActionScript™ 3.0, making it easy to understand the structured and intuitive scripting language that enables efficient and consistent content development.

**Benefit from intelligent integration**—Flash CS3 sports a new user interface that is consistent with other Adobe design software. The ability to import native Photoshop and Illustrator content while preserving important structural data such as layers, editable text, and symbols makes completing projects much more fluid and efficient. And new Adobe Device Central CS3 makes it easier to develop content for mobile devices.

### Top ten features

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## Top new features of Adobe Flash CS3 Professional

Adobe Flash CS3 Professional features powerful new functionality that makes it even more enjoyable to create truly engaging interactive content. Advanced design and animation tools provide greater flexibility to express your most creative ideas, new ActionScript programming features make for an even more productive development environment, and impressive integration with other Adobe design and development software improves productivity. The following is a detailed overview of the top new features in Adobe Flash CS3 Professional.

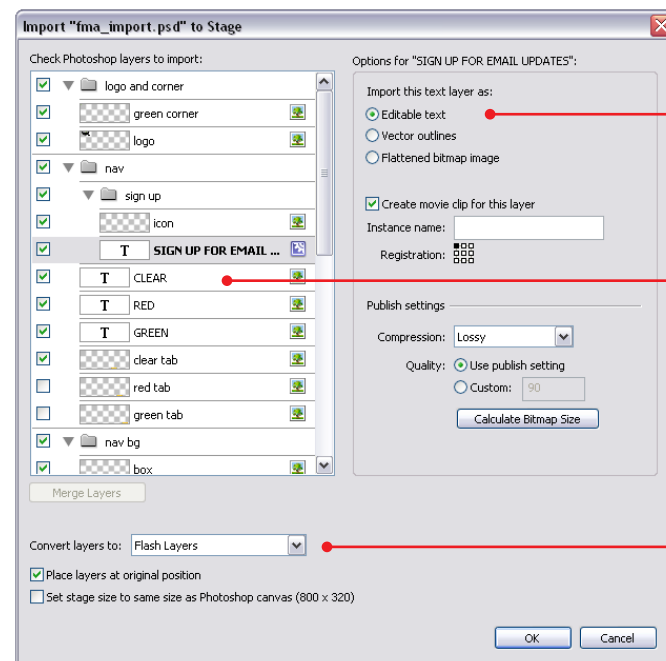
### Native Photoshop and Illustrator import

As an integral part of Adobe Creative Suite 3 software, Flash CS3 offers impressive integration with Photoshop and Illustrator. Designers and developers are now free to use the applications they feel most comfortable with, yet still be able to work within the powerful design and development environment of Flash—without sacrifice.

If you're trying to quickly import content, a new Paste dialog box makes it possible to preserve functionality and structure when simply copying and pasting from Photoshop or Illustrator into Flash. For an even higher level of functionality, you can import native Photoshop (PSD) and Illustrator (AI) files directly into your Flash CS3 layouts. In doing so, you'll find that you have an incredible amount of control over your content.

### Essential integration with Photoshop CS3

Upon importing a PSD file into Flash, a dialog box appears, revealing the entire layer hierarchy of the Photoshop file. You then have the ability to choose which layers you want to import, and can also choose from a variety of settings for each individual layer. For example, you can retain Photoshop text as editable text in Flash, convert Photoshop layers or layer groups to movie clips, and even specify publish settings. Flash can set the stage size of your project to match the canvas size of the Photoshop file, and can also ensure that layer content appears in position.



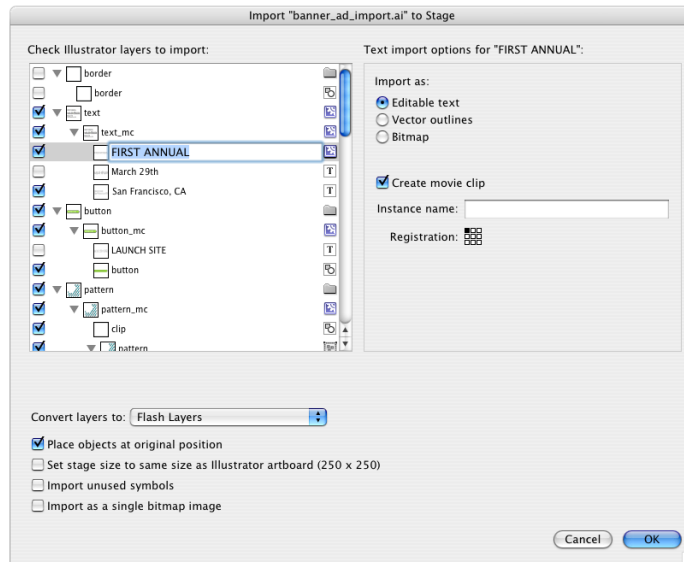
For each individual layer in the Photoshop file, choose how Flash should preserve the information.

View the entire hierarchy of the Photoshop file, and choose which layers to import and which ones to ignore.

Convert Photoshop layers to either Flash layers or Flash keyframes.

### Powerful integration with Illustrator CS3

Upon importing a native Illustrator file, a dialog box displays a listing of all layers, groups, and even objects. For each of these, you have complete control over which are imported, and over the settings determining how each object is brought into your Flash document. You can import Illustrator layers as separate Flash layers, keyframes, or single Flash layers, and objects in the Flash Library panel are organized in folders that mirror the structure in Illustrator.



Flash CS3 offers object-level control when importing native Illustrator files. You can also create movie clips from any object with the click of a button. Icons to the right of each object in the list indicate the content type.

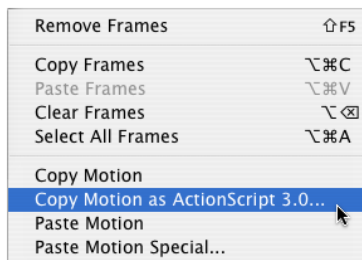
While both Illustrator and Flash are vector-graphics applications, their drawing models have displayed their differences in the past, resulting in less than desirable results when moving content between the applications. Flash CS3 maintains a much higher level of object fidelity than did previous versions. This means that Illustrator objects—and text—brought into Flash now look just like they did in Illustrator. Improvements include the following:

- Illustrator live effects such as Drop Shadow, Outer Glow, Inner Glow, and Gaussian Blur are preserved as editable filters, which you can then update in Flash.
- Illustrator gradient fills retain their fidelity and are editable in Flash.
- Flash now features improved conversion of RGB colors.
- Flash includes support for vertical text, text styles, justified text, and text blocks with multiple lines of text.
- Flash now uses the same underlying path structure as does Illustrator, preserving the number and position of Bézier control points.
- Illustrator clipping masks for multiple objects are correctly imported into Flash.
- Illustrator symbols are now preserved as Flash symbols.
- Flash preserves object opacity at the original values specified in Illustrator, and also preserves the Darken, Multiply, Lighten, Screen, Overlay, Hard Light, and Difference transparency blending modes.
- Illustrator pattern strokes and fills are preserved in Flash.

### Convert animation to ActionScript 3.0

Developing efficient and lightweight Flash content is key in today’s fast-paced “I need it now” world. For many designs, using ActionScript to define movement of stage elements allows for greater flexibility and control. And while designers and developers are aware of this capability, the process of writing the necessary code can be complex and time-consuming.

In Flash CS3, timeline tween animations can now be instantly converted to ActionScript 3.0. This allows you to animate visually, and then translate motion into reusable, easily-editable code. Simply select an animation tween on the timeline, and choose Edit > Timeline > Copy As ActionScript 3.0. After applying an instance name, you can then paste the code into the Actions panel for an appropriate frame. Even if you’ve never used ActionScript before, this feature offers the perfect way to learn it. This new time-saving functionality supports position, scale, rotation, skew, color, easing, transform center, filters, and frame properties.

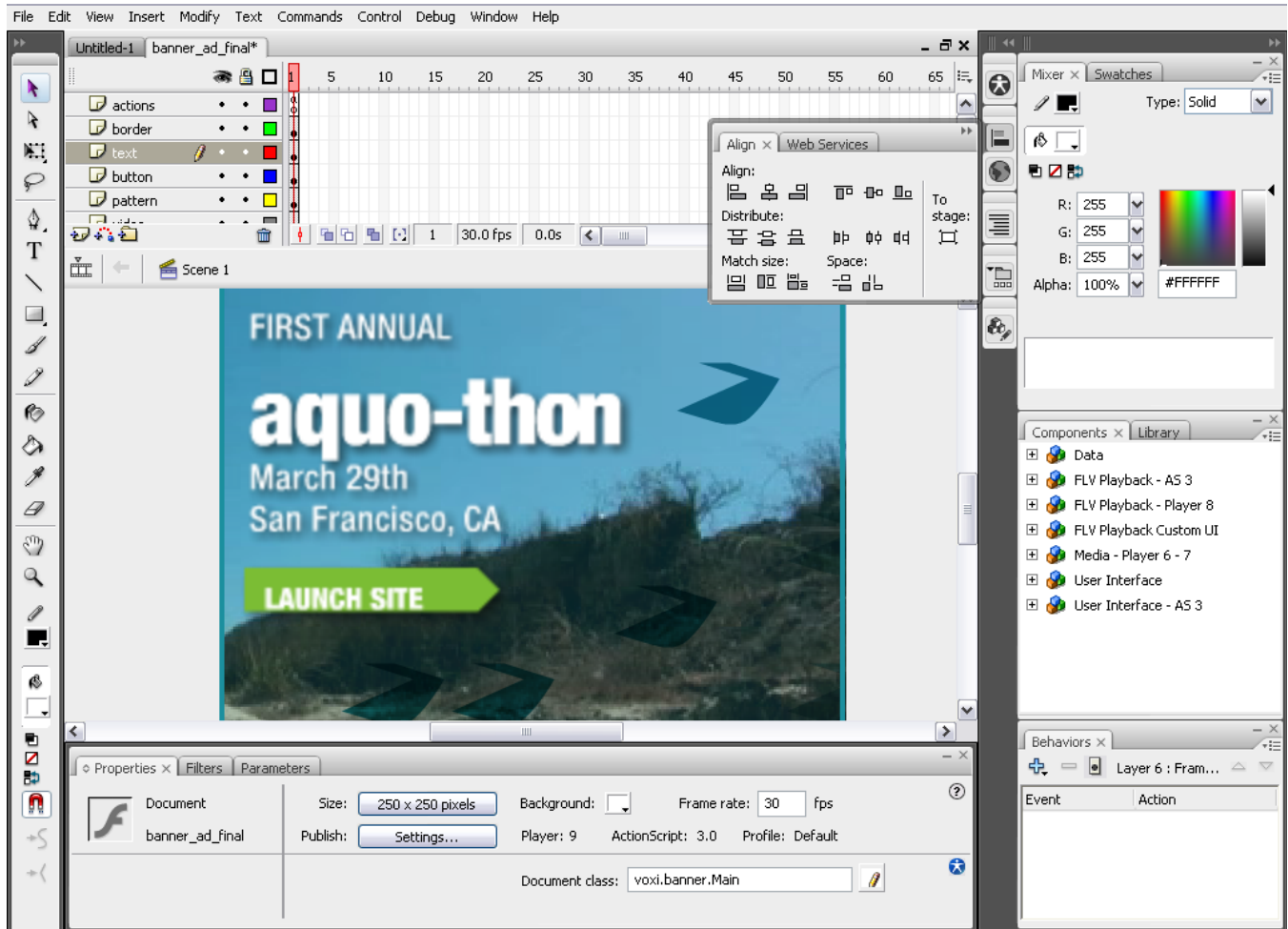


Coding ActionScript 3.0 animations is now as simple as copy and paste.

## Common Adobe Creative Suite 3 user interface

Enjoy a common user interface when working with software from the Creative Suite 3 family. Similar tools, familiar icons, and customizable workspaces enable you to move smoothly between Flash and other Adobe design software.

Flash CS3 has a new, elegantly redesigned interface featuring workspace panels that dock and group for optimal organization while eliminating overlapping palettes and windows. Save custom workspaces, and leverage your knowledge of the similar tools, panels, and keyboard shortcuts used in other Adobe software. In fact, this unified user interface is now consistent across Flash, Photoshop, Illustrator, Adobe InDesign®, Adobe After Effects®, Adobe Premiere® Pro, Adobe Soundbooth®, and Adobe Encore®.



Flash CS3 sports a newly designed user interface consistent with that found in other Adobe Creative Suite 3 components—easy to read and adjust to your liking. Panels can also be reduced to a new iconic view and slide open as you need them, leaving more room to see your document.

In addition to a more universal appearance, Flash CS3 also offers additional Creative Suite 3 integration functionality:

- Adobe Bridge CS3 can be launched from the File > Browse menu, and assets can be dragged directly from Bridge into Flash as well. Flash CS3 also adds ExtendScript and BridgeTalk support for cross-application scripting.
- You can import native Fireworks CS3 files directly into Flash CS3, adding support for multiple pages (both common master-page and shared layers components), hierarchical layers, library items, and improved frames.
- Manage and track versions of your files with Version Cue® CS3. A component of the Web and Design editions of Creative Suite 3, Version Cue server enables workgroup functionality such as file control and browser-based PDF reviews.

## ActionScript 3.0 development with advanced debugger

Flash CS3 brings an entire new level of efficiency to development with ActionScript 3.0. A broad language that is accessible to beginners, while offering professionals a powerful programming environment, ActionScript 3.0 scales easily to meet your expectations. In fact, ActionScript 3.0 is easier to use than you would expect. And because ActionScript is based on universal programming concepts, learning to use it will set you up to successfully expand into using additional programming languages as your skills grow.

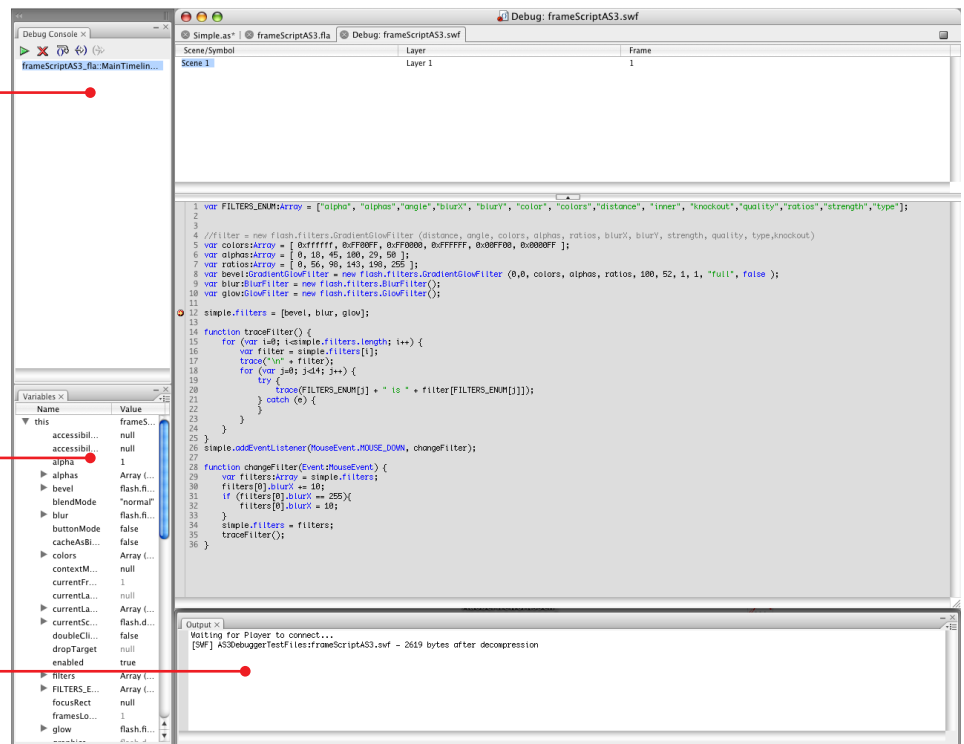
Test your content using a brand new ActionScript debugger that allows you to step through a wide variety of properties in your code at runtime, with greater flexibility and feedback than ever before. The new debugger is shared with Adobe Flex™ Builder™ 2, so developers can expect consistent feedback and behavior when switching between the two applications.

Rather than being confined to a single panel, the new debugger comprises a collection of panels in a Debug Mode workspace that makes it easier to move through your debug tasks. When you enter Debug Mode, Flash brings up the workspace and loads the SWF file in a standalone player.

The Debug Console panel is the main controller for the ActionScript 3.0 debugger. It is used to resume and stop debugging, as well as step in, out, and over. The lower portion of the panel is a tree representing the call stack. To navigate to a particular position in the stack, click an item in the stack.

The Variables panel displays the value of variables within the scope of the current location. Object expressions are displayed as trees, so you can drill down and see specific properties/members. Simple expressions are paired with an editable value field.

The Output panel displays debugger notifications and trace statements from the SWF file.

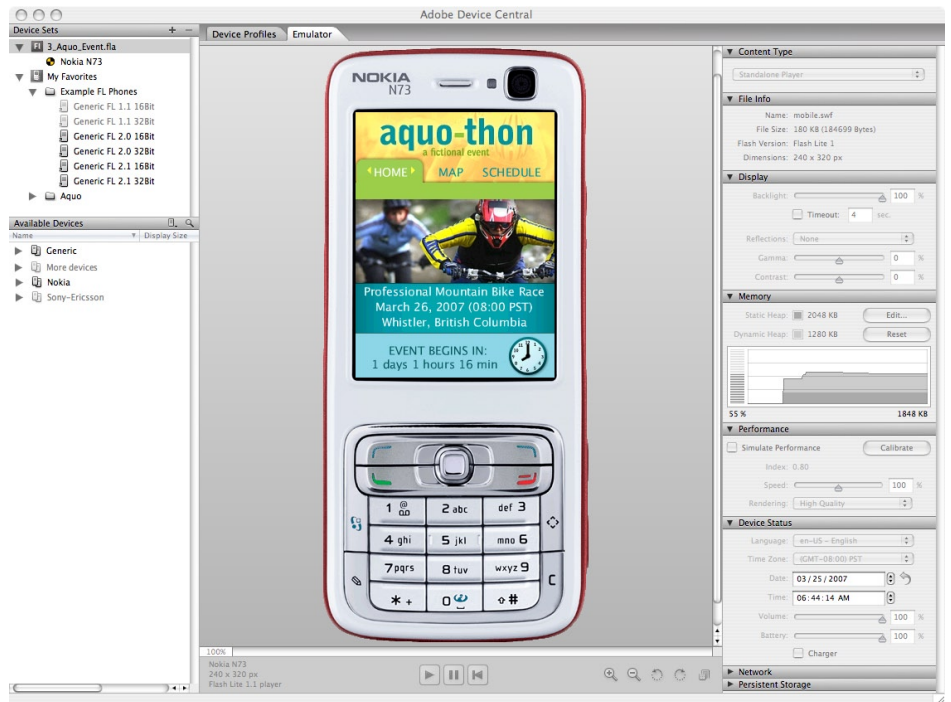


## Adobe Device Central

Integrated with Flash CS3 as well as throughout the various editions of Creative Suite 3, Adobe Device Central simplifies the creation of mobile content with mobile device skins and regularly updated device profiles. Now you can easily design, preview, and test engaging mobile content, such as interactive Flash Lite™ applications and rich user interfaces.

Adobe Device Central displays realistic skins that show you what devices look like, and how your content is displayed on those devices. You can interact with the emulated devices in a way that simulates real-world interactions, and you can control emulation options that let you create a range of testing scenarios. Adobe Device Central provides a library of devices to choose from, each with a profile that contains information about the device and the content types it supports. You can search through available devices, compare multiple devices, and create custom sets of the devices you use most.

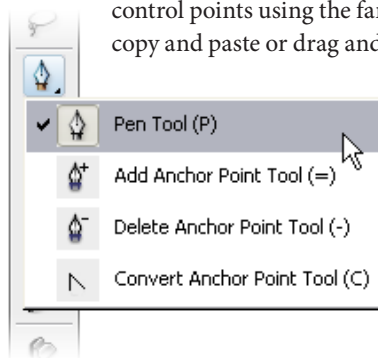
Adobe Device Central is a new component that lets you emulate content created in Flash on a wide range of mobile devices.



But don't mistake Adobe Device Central for nothing more than a simple utility that displays your Flash content on a picture of a cell phone. Besides the ability to quickly access essential technical specifications for each device, Adobe Device Central will also emulate the performance of your file when displayed on a mobile device, giving you an accurate feel for the total experience of your content. In fact, Adobe Device Central is powerful enough to also provide real-time feedback on other important real-world scenarios, like low-battery situations and even incoming calls. The ability to also emulate device memory, and to simulate backlight screens and bright outdoor situations means that Adobe Device Central will give you confidence that you've developed the best-looking content for all circumstances.

### New drawing tools

Over the years, professional designers have come to appreciate the power and precision of the vector drawing tools found in Adobe Illustrator, the industry-standard for vector graphics creation. Now, you can expect that same level of precise control in Flash CS3 using the new Pen tool, which looks and behaves like the one found in Adobe Illustrator. Manipulate Bézier control points using the familiar Adobe Illustrator keyboard shortcuts and modifiers. Even copy and paste or drag and drop artwork from Illustrator into Flash, preserving full fidelity.



Look familiar? The pen tools in Flash now closely match the functionality of those found in Illustrator. They even use the same keyboard shortcuts, cursors, and modifier keys.

In addition, you can now visually adjust shape properties from the stage using new Shape Primitives. Draw and manipulate rectangles and ovals—easily round rectangle corners, create pie wedges, define an inner circle radius, and more.

Flash CS3 also helps you work with the objects you create. When you're using the innovative 9-slice scaling feature that intelligently scales objects, preventing distortion, the effect is now rendered on stage for immediate review.

## New optimized and easily skinned UI components for ActionScript 3.0

With Flash CS3, you can design interactive content using a new lightweight, easy-to-skin set of user interface components. ActionScript 3.0 is so easy to customize, you no longer have to write code to modify the look of interface components.

Save precious time by developing your content using a variety of pre-built components written in ActionScript 3.0 simply by pulling content from a library. Once you've started using these components, you can easily re-skin them to match the exact look and feel of your project. These components are built to perform faster than ever before and are easier for advanced developers to extend.

A new ActionScript 3.0 closed captioning video component now makes it easy to include closed captioning for your video content. Combine this with the new component skins, and you have a seamless workflow for displaying closed captions using a standards-based caption format.

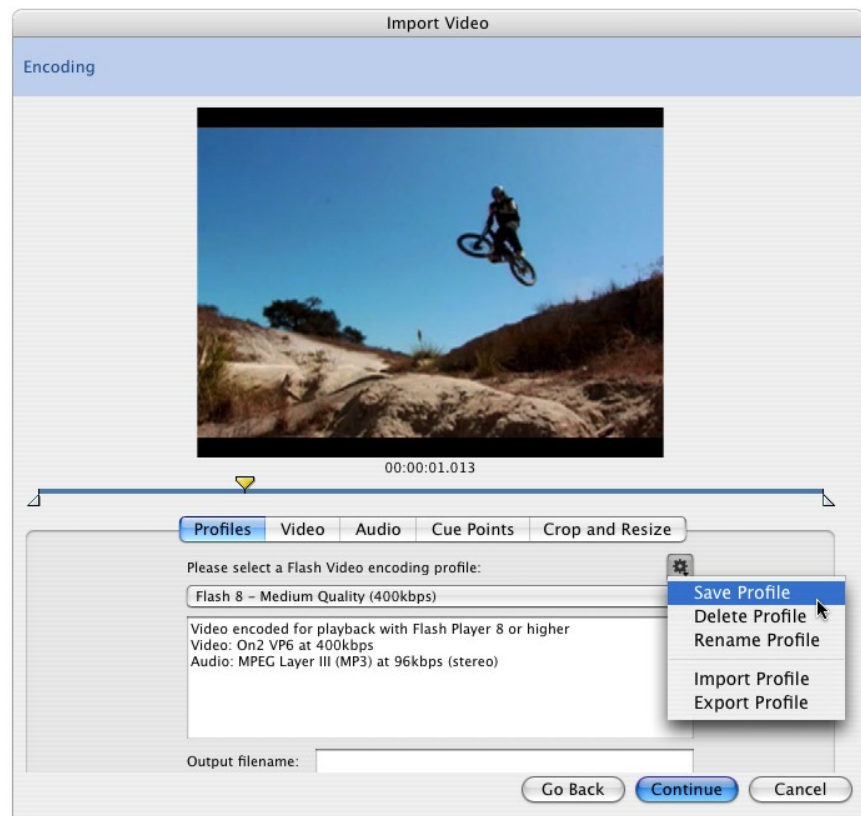
## Advanced QuickTime export

Flash CS3 introduces an advanced QuickTime export feature that captures exactly what Adobe Flash® Player plays back. That means complex nested symbols and all ActionScript will export exactly as you would have seen and heard them in Flash Player. Export QuickTime files that include nested Movie Clips, ActionScript-generated content, and run-time effects such as drop shadow and blur.

The ability to generate an alpha channel, combined with a new Publish option that can ignore hidden Layers upon export, allows for entirely new workflows between Flash and video editing tools such as Adobe Premiere Pro and After Effects.

## Sophisticated video encoding

Flash CS3 Professional features new encoding options such as deinterlacing, advanced cue point control, and a larger selection of video component skins to provide you with more control over the appearance of your video.



A larger preview, support for cue points, and custom encoding profiles are just a few of the new features that allow you to easily incorporate video content into your Flash projects.

Adobe Flash CS3 Professional is compatible with version 9 of Adobe Flash Player software.

The Flash Video Encoder is a standalone application that lets you encode video in Flash video (FLV) format. Redesigned for Flash CS3, the new encoder is now more powerful and easier to use than ever before.

New Flash Video Encoder features include a much larger preview window, a new Crop And Resize tab with trim options, and a longer scrub bar, making it easier to locate specific frames in which to place cue points. You can import cue points saved in an XML file, and can also export cue points that you define in the Flash Video Encoder. Encoding options are immediately visible without having to click Show Advanced Settings; you can also choose to deinterlace video during encoding, for improved broadcast and DV footage quality. Finally, you can save, import, and export custom Flash Video encoding profiles.

### Time-saving programming tools

Reduce the time needed to write ActionScript with the following new code editor enhancements:

- The Actions panel and Script window now include tools for collapsing selected code to temporarily hide it from view.
- Tools to comment whole sections of selected code have been added to the Script window.
- AutoFormat ensures proper ActionScript 3.0 coding syntax and improved readability.
- Flash now uses the same ActionScript 3.0 compiler as Flex Builder.
- Script Assist mode can now be used with ActionScript 3.0.
- ActionScript 3.0 introduces the new concept of a document class—a class definition associated with the main timeline. When the main timeline is initialized, the class is constructed.
- You can specify a class name for a library symbol, which can then be directly instantiated dynamically to create instances of that symbol, making linkage identifiers unnecessary.
- You can specify a base-class name for library symbols.
- You can now double-click an error in the Compiler Errors panel to go to the relevant code in the Actions panel or Script window.
- The JSFL SpiderMonkey engine has been updated to 1.6 and many new JavaScript APIs have been added for enhanced extensibility.

### Availability and pricing

In the United States and Canada, Adobe Flash CS3 Professional for Mac OS X on Intel®-based or PowerPC®-based systems and for Windows XP and Windows Vista™ is expected to ship in the second quarter of 2007. Adobe Flash CS3 Professional will be available in North America starting in Q2 2007 for an estimated street price of US\$699, directly from Adobe or through Adobe Authorized Resellers. To order directly from Adobe, visit the Adobe Store at [www.adobe.com](http://www.adobe.com), or call 1-888-724-4507. Licensed owners of Flash Professional 8, Flash MX 2004, or Flash MX can upgrade to Adobe Flash CS3 Professional for US\$199. Licensed owners of Flash Professional 8, Flash MX 2004, or Flash MX are also eligible for special upgrade pricing to many editions of Adobe Creative Suite 3. A complete description of upgrade eligibility and pricing is available in the Pricing Overview document. Estimated street prices do not include taxes, shipping, handling, or other related expenses. Information on pricing and support policies outside of North America and for Education customers will be available separately. Different pricing may apply for Education customers and in other geographical regions.

### About Adobe Systems Incorporated

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#### See the following for more details about Adobe Creative Suite 3 software:

- Adobe Creative Suite 3 Web Premium What's New
- Adobe Creative Suite 3 Design Premium What's New
- Adobe Creative Suite 3 Production Premium What's New

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