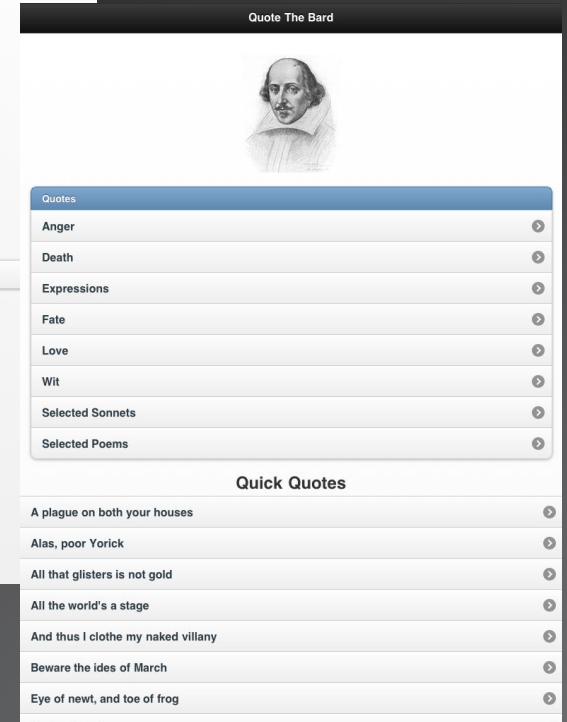
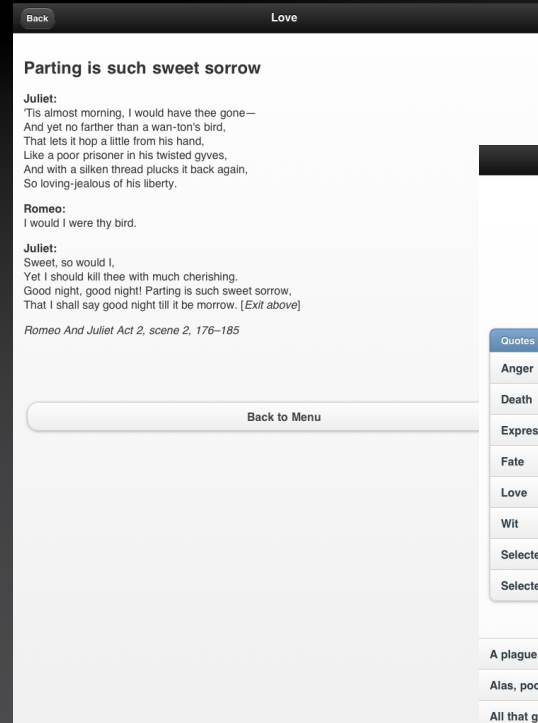




Adobe

MAD Learning

Adobe Creative Suite® 5.5 Web Premium

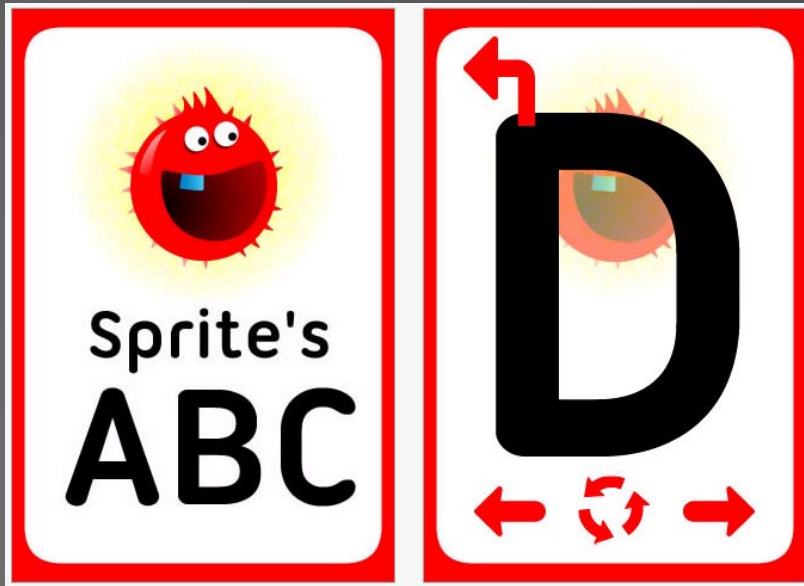


Applying expertise to education

If you're passionate about emerging technologies for web and mobile devices, chances are you've heard of Matthew David. In addition to producing numerous training videos and articles, David has penned five books and contributed to over a dozen more, focused on topics including HTML5, Adobe Flash® Professional, and Adobe Dreamweaver®. A pioneer of new digital frontiers, he recently turned his attention to developing mobile apps targeted at the education market. His new company, MAD Learning, grew out of a need for specific tools to help kids with everything from fundamental learning and concepts to specific subjects like ancient Egypt and Shakespeare.

Instead of building one huge website with content for kids ranging from preschool through high school age, MAD Learning is building apps that kids can use on a mobile device. David knew from the start that clients would want content on iPhones, iPads, Android™ devices, desktops, and the web. Working with Adobe Creative Suite 5.5 Web Premium, David can design and deliver innovative and compelling apps work across his target devices.





"The inclusion of Adobe AIR® for Android and iOS is the single most important feature in Adobe Flash Professional CS5.5 because it enables developers to leverage their existing skills to build and deploy multiscreen solutions."

App development with Adobe Flash Professional CS5.5 and Dreamweaver CS5.5

MAD Learning is focused on delivering apps for multiple devices, to reach as many customers as possible. Its *Sprite* apps for preschoolers were written in Adobe Flash Professional CS5.5 and are available on both iTunes App Store and Google Market Place. "The inclusion of Adobe AIR for Android and iOS is the single most important feature in Adobe Flash Professional CS5.5 because it enables developers to leverage their existing skills to build and deploy multiscreen solutions," says David.

While David sees the value in creating paid apps, he also likes to have the flexibility to create apps that can include iAd support. An example of this is the

To Quote Shakespeare app he wrote for the iPad using Dreamweaver CS5.5 with PhoneGap. "PhoneGap integration within Adobe Dreamweaver CS5.5 enables me to build native mobile applications and offer them for free with iAd support, resulting in 200 to 250 downloads per day plus revenue generation," he says.

Overall, David appreciates the ability to work with the tools he knows for mobile development. "There is a clear direction for new rich media development: it is smartphones and tablets," explains David. "Today, Google's Android and Apple's iOS for iPhones and iPads are the dominant leaders. Flash Professional CS5.5 delivers tools that enable designers to build native applications for both Android and iOS using Adobe AIR for Android and iOS. Leveraging ActionScript® 3 and Flash animation skills, a designer can effectively deliver engaging mobile experiences without having to learn new and complex languages."



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