



Adobe

Smashing Ideas

Adobe® Creative Suite® 5 Web Premium

A photograph of a curved orange wall with the words "Smashing Ideas" mounted on it in large, white, three-dimensional block letters. The wall is illuminated from above, creating soft shadows. In the background, a hallway with a ceiling light fixture and a bicycle is visible.

Breaking through

If you're a major brand and you want a digital media agency that will deliver breakthrough entertaining experiences, where do you turn? Leading brands like GE, Disney, Nickelodeon, Mattel, and Energy Star look no further than Smashing Ideas, a digital media agency that creates consumer-driven experiences that break through the digital clutter and resonate with audiences across multiple platforms.

Smashing Ideas is a global leader in producing content for the youth market, creating immersive, interactive content that transforms consumer experiences in a digital world. No matter what the team is creating, they remain focused on innovation and technical excellence. Adobe Creative Suite 5 Web Premium software, with its complete set of Adobe Flash® Platform tools, lets them continually push the envelope and deliver immersive interactive experiences across all screens.

smashing ideas inc





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Faster coding and publishing in Adobe Flash Professional CS5

A cornerstone of Adobe Creative Suite 5 Web Premium software is Adobe Flash Professional CS5. Andreas Heim, director of technology at Smashing Ideas, is thrilled by the advanced coding tools and publishing capabilities Flash Professional CS5 software now offers. Code hinting, code completion, and code snippets offer support for both novice and advanced coders, helping reduce overall production time.

"The Code Snippets panel in Adobe Flash Professional CS5 help designers and new users who are less familiar working with ActionScript® 3 write code more easily, adding things like basic interactivity that can later be customized by developers," says Heim. "In this way our designers can more directly influence a project's development, while ensuring projects meet client objectives and timing."

Heim enjoys the incremental compilation capabilities in Flash Professional CS5, which dramatically reduce the publish time for projects. After inheriting a project created in Flash CS3 Professional that took more than two minutes to publish on his 2007 MacBook Pro and nearly a minute and a half on a Windows® 7 machine, he tried publishing the project using Flash Professional CS5.

"The performance improvements in Flash Professional CS5 made a huge difference, taking the publish time from more than two minutes down to 10 to 15 seconds," explains Heim. "That's just awesome!"



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