



Adobe

## CleverMedia, Inc.



## Adobe® Flash® Professional CS5

### Mobile game development made easy

CleverMedia, Inc.—the brainchild of founder Gary Rosenzweig—is all about having fun online. Since its launch in 1995, the company has produced more than 300 web-based games—including Gold Strike, Moon Lander, Something Fishy, and Word Spell—for its own sites and for clients. With network sites that include GameScene, Just Jigsaw Puzzles, Just Solitaire, and Homepage Arcade, CleverMedia games are widely available around the world.

Using Adobe Flash Professional CS5, Rosenzweig rapidly develops engaging, interactive games playable across mobile and web platforms. The Package for iPhone feature in Flash Professional CS5 enables the re-use of code from existing web-based games, which streamlines game and app development and helps CleverMedia deliver mobile games to market faster. Currently, CleverMedia's iPhone apps have been downloaded more than one million times and account for an approximate 20% increase in revenue for the company.





*“With Adobe Flash Professional CS5 and the Packager for iPhone feature, we can easily reposition existing browser-based games or rapidly develop new games specifically for iOS in a fraction of the time it would normally take.”*

## Having fun with Adobe Flash Professional CS5

CleverMedia began developing Shockwave games and then transitioned to working in Flash Professional for online game development. The addition of the Packager for iPhone feature in Flash Professional CS5 enables Rosenzweig to extend his existing library of games to work on iOS devices. “With Adobe Flash Professional CS5 and the Packager for iPhone feature, we can easily reposition existing browser-based games or rapidly develop new games specifically for iOS in a fraction of the time it would normally take,” he says.

Rosenzweig uses the art and design tools in Flash Professional CS5 to design the games and then programs directly with Adobe ActionScript® 3. He acknowledges that working in Flash Professional CS5 is easier than learning a new development

language and ensures consistency across his web and mobile games. “I can use my existing Flash Professional code library and artwork, and build on the graphics, animation, and movement capabilities rather than spending time learning other languages,” explains Rosenzweig.

The vector engine in Flash Professional makes it easy to scale graphics from existing web-based games for the iOS screen sizes. Rosenzweig also likes using Flash Professional CS5 to add 3D effects to games, which enhance the experience in iPhone apps. Code hinting in Flash Professional CS5 speeds up development for Rosenzweig, enabling him to quickly develop games.

Packager for iPhone in Flash Professional CS5 benefits CleverMedia’s existing web-based games as well. For instance, Rosenzweig took his Moon Lander game, updated it for the iPhone with new features and levels, and released it as an iPhone app. He was then able to save the game out as a web-based game and re-release the updated version on his GameScene website.



**Adobe Systems Incorporated**  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

Adobe, the Adobe logo, ActionScript, and Flash are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. iPhone is a trademark of Apple Inc., registered in the U.S. and other countries. All other trademarks are the property of their respective owners.

© 2011 Adobe Systems Incorporated. All rights reserved.  
2/11

