



Burton Snowboards

Adobe® Creative Suite® 5 Web Premium

5'9" 159 lbs.
Boot: 10.5
Intermediate
CHANGE THIS

LEARN WHY
THESE BOARDS ARE
RIGHT FOR YOU ▶

TIGHTEN UP YOUR RESULTS

PRICE: \$1500 & Under

CONDITIONS: Variable

PARK: All Day

SPEED: Flying

FEEL: Moderate

SPRINGLOADED

ROCKER

CAMBER

[What's the difference?](#)



Whammy Marley 153
MATCH: 100%
\$399.95



Jeremy Jones 154
MATCH: 100%
\$449.95



Sweet Talker 154
MATCH: 98%
\$449.95

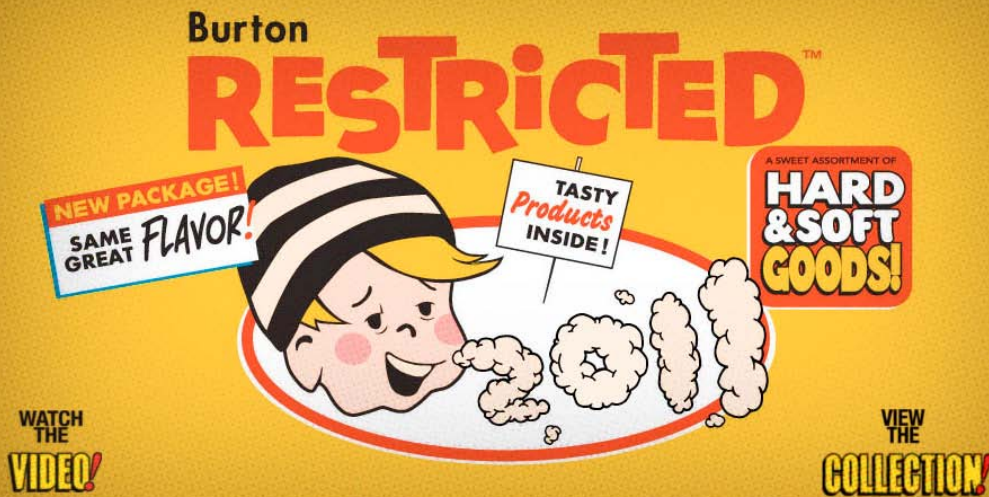


Burton.com: A service for snowboarders

Every August, one of the first signs of winter for snowboarders worldwide is the launch of Burton's completely redesigned website. Burton is the world's leading snowboard company, and its website focuses on the overall snowboarding experience, allowing riders to connect with Burton and to the sport in ways they never have before.

From extensive team rider info, updates and profiles, and the ability to connect to a global rider network, to exact coordinates of local snowboard shops and live info from local mountains, burton.com is all about servicing and supporting riders. Maintaining a strong design aesthetic requires industry leading tools that support creativity and efficiency. The web team relies on Adobe Creative Suite 5 Web Premium software to keep the website and online community for Burton fresh.





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Working with Adobe Flash® Professional CS5

Burton creates a new site every year, so working quickly and efficiently is an ongoing challenge. "The new code hinting feature in Adobe Flash Professional CS5 is a big time saver," says Ian MacDowell, a web developer with Burton. "It eliminates the need to dig down through secondary files to figure out what's been done by others and make corrections to code, helping us complete projects quickly and more accurately."

Accurately representing designs in production can be challenging if developers don't have enough information from designers. "With the code snippets feature in Adobe Flash Professional CS5 I can create and pass an Adobe ActionScript® class to designers so they can take projects further, easing the burden on developers to interpret designs," explains MacDowell.



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Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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The team at Burton loves working with custom fonts, but doesn't love when they don't display properly. Support for the new Text Layout Framework in Flash Professional CS5 eliminates frustrating rendering issues. "The Text Layout Framework in Adobe Flash Professional CS5 gives us greater assurance that what our designers have created is exactly what site visitors will see," says MacDowell.

Burton continually strives to deliver new tools that enhance the customer experience while balancing form and functionality. An example of this is the Board Finder, which was built with Adobe Flash Builder™ 4. The integrated set of Flash tools in Adobe Creative Suite 5 Web Premium let MacDowell work natively within the Flash Professional IDE and then publish SWC files directly to Flash Builder 4. "Being able to use the IDE in Flash Professional CS5 and still get the proper stage reference in Flash Builder is big; it helps me deliver a better end result," he says.