



Adobe

StruckAxiom: Zions Direct



Adobe® Flash® Platform

Attracting attention in a big way

To convey an inventive, more modern feel and attract new customers conservative financial services brand Zions Direct went big. The brand engaged digital agency StruckAxiom to create a large interactive installation project with 16 42-inch HD video screens pieced together to create one large wall. More impressive than its size, is its content. The wall is a one-stop educational tool featuring breaking news, company collateral, and current bond options. The project is installed in the bank's headquarters located in a hip new development in Salt Lake City, Utah and will eventually be deployed across 200 branches and managed by a central content management system.

The StruckAxiom team worked collaboratively to quickly design and prototype the installation using the Adobe Flash Platform. The upper-left section of the wall is a live stream of CNBC and the section just below that varies between a glossary of bond and financial terms, cartoons from the company newsletter, and advertising for Zions Direct products and services. The entire right half of the wall is dedicated to a sales feed of open and recently closed bond auctions, providing convenient and immediate information for FDIC Insured CDs, Corporate, and Municipal bonds. The bottom features an AP news ticker of breaking news across the world.



Issuer	Current Clearing Yield	Term	Days	Hours	Minutes
Ally Bank Utah	1.490%	5 Month	00	17	51
The PrivateBank & Trust Co	1.746%	3 Month	00	18	21
Zions First National Bank	1.500%	6 Month	00	18	51
GE Money Bank	2.215%	2 Month	01	17	51
Ally Bank Utah	2.506%	8 Month	01	18	21
Vectra Bank Colorado	2.230%	2 Month	01	18	51
Zions First National Bank	2.464%	9 Month	01	19	21
Bank of China	2.323%	4 Month	02	17	51
State Bank of India	2.295%	4 Month	02	18	21
Zions First National Bank	2.728%	1 Year	02	18	51

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Adobe Flash Platform workflow advantages

To create the stunning installation, the team at StruckAxiom used Flash Professional software to prototype quickly without a big ramp up. Designers used Adobe Photoshop® to create the look and feel and developers took advantage of the full-screen capabilities enabled by Flash Professional and Adobe AIR® to program the application. “Adobe Flash Professional is the best tool to build out large installations because of its flexibility and integration with Adobe AIR,” says Daniel Conner, president of StruckAxiom.

StruckAxiom developers used Adobe Flash Builder™ for coding and the Flash Professional IDE to generate animations. The team used the native 3D support in Flash Professional to help create engaging, interactive content. The Flex SDK

enabled continuous integration and helped automate building the application on the server so it could be tested in real time. The profiler in Flash Builder also supported memory usage monitoring, so the team could ensure that the application would run over a long period of time. “Using the Flash Platform will enable us to easily roll out single multiscreen implementations that won’t require exorbitant amounts of additional programming,” says Conner.

The application’s ability to run with local database support was enabled by Adobe AIR. The team utilized the ability to cache information and relied on a central CMS to administer the content. New features in Adobe AIR enable the application to run seamlessly, full screen, across multiple screens. The wall plays full HD video across all 16 screens simultaneously. StruckAxiom plans to create similar applications for iPad and Android™ devices.



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