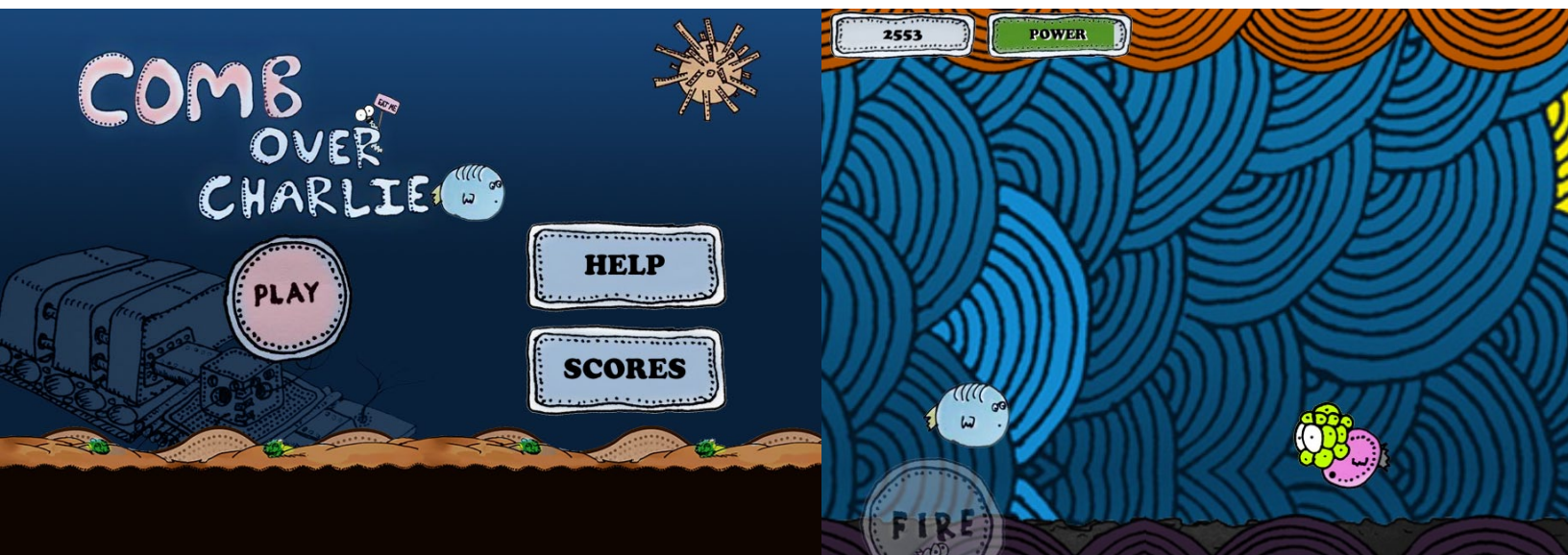


Woven Interactive, LLC

## One adventurous fish, multiple devices



**Woven Interactive, LLC**  
Atlanta, Georgia  
[www.woveninteractive.com](http://www.woveninteractive.com)  
[www.combovercharlie.com](http://www.combovercharlie.com)

Interactive agency delivers high-performance, *Comb Over Charlie* game using Adobe® Flash® Platform, including Adobe AIR® and available across iOS, Android™, and BlackBerry® Playbook™

Envision an adventurous fish with a fashion-backward hairstyle, taking on undersea predators with his arsenal of weaponry, while gobbling up enough sea creatures along the way to stay strong enough to advance to the next level. Meet Comb Over Charlie—the central character in the new mobile and tablet game from Woven Interactive, developed with the Adobe Flash Platform, including Adobe AIR.

Woven Interactive, an Atlanta-based digital marketing agency, is known for delivering digital experiences that wow users. With an impressive client roster that includes such global leaders as BP, Disney, Lifetime Channel, Lucent Alcatel, NASCAR.com, TNT, Turner Broadcasting, and Reader's Digest, the agency understands how to leverage today's web technologies to drive customer results and user engagement. The Woven Interactive team stays on the cutting edge of new technologies and web trends, according to President and Co-founder Charlie Schulze.

"We have pioneers in the Adobe Flash Platform and motion-animation space," he says. "Our Flex® developers have every capability to effectively respond to client requests and our web developers take HTML, PHP, and MySQL development to the next level by also carrying Adobe Creative Suite® skills in their toolboxes."

Schulze himself has been working with Adobe solutions for more than ten years, and recently developed an entertaining, underwater Adobe AIR application for mobile devices and tablets. The *Comb Over Charlie* game—which stars an adventurous fish—is available for download today from app stores for the iOS platform with the Apple iPad and iPhone, Android platform with Motorola Xoom and Samsung Galaxy Tab, and the BlackBerry PlayBook.

*“Adobe Flash Builder and Flash Professional, together with Adobe AIR, enable me to develop once and publish across multiple platforms using the same code base without sacrificing performance and quality.”*

Charlie Schulze  
President and co-founder,  
Woven Interactive, LLC

#### Challenge

- Deliver engaging game application to multiple devices
- Maintain superior performance regardless of mobile or tablet platform

#### Solution

Use Adobe AIR to develop the *Comb Over Charlie* game and optimize across mobile and tablet devices

#### Benefits

- Quickly delivered engaging game experience across multiple devices in one month
- Reduced application customization for individual platforms from months or weeks to hours or even minutes
- Maintained consistent 40 fps performance on every mobile and tablet device

#### Toolkit

Adobe Flash Platform. Components used include:

- Adobe AIR 2.6
- Adobe Flash Professional
- Adobe Flash Builder 4.5

Adobe Creative Suite 5.5 Web

Premium. Components used include:

- Adobe Photoshop® CS5 Extended
- Adobe Dreamweaver® CS5.5

#### Develop once, publish again and again

Initially, Schulze created *Comb Over Charlie* as a pet project to test the Adobe AIR 2.6 compiler capabilities. Impressed with the performance, he expanded the game further and made it available to the public.

“Performance is the most critical component for delivering an application to today’s energized mobile and tablet market,” says Schulze. Schulze was determined to invest his time developing an application that would meet the market’s performance demands. “On any device, the *Comb Over Charlie* game runs with native performance,” he says. “I am impressed with Adobe AIR 2.6 performance, and so are *Comb Over Charlie* fans who are actively downloading the app.”

Development agility is also important to Woven Interactive, where accelerated application development projects help the company maintain a sharp competitive edge. Schulze rapidly built the mobile and tablet application using Adobe AIR and ActionScript® with Adobe Flash Builder™ 4.5 and Adobe Flash Professional software. The integrated Adobe solution enabled Schulze to deliver the fast-paced game across devices using a seamless, flexible development workflow.

“Adobe Flash Builder and Flash Professional, together with Adobe AIR, enable me to develop once and publish across multiple platforms using the same code base without sacrificing performance and quality,” says Schulze, who translates accelerated development into cost savings.

“If I were targeting Android, BlackBerry Tablet OS, and iOS natively versus using Adobe AIR, I would expect my costs to be 100% to 150% higher with the maintenance and updates required for each individual platform,” he says. “Adobe AIR allows me to optimize the *Comb Over Charlie* game with minimal time and effort across multiple platforms. Instead of it taking me weeks or months to adjust *Comb Over Charlie* for individual platforms, with Adobe AIR it took me hours or even minutes.”

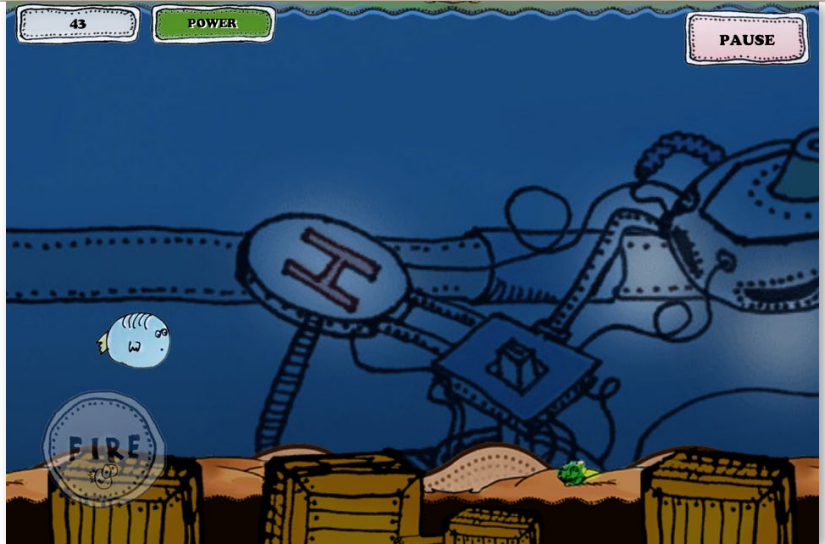
Initially, Schulze developed the *Comb Over Charlie* app for the Google Android platform. After slight adjustments to meet the varying screen sizes on different devices, he was able to deliver it on other platforms, including iOS and BlackBerry, all at a consistent 40 frames per second (fps).

#### Driving creative talent and expressive content

Preferring to create apps and games using Adobe Flash Platform—specifically Adobe Flash Builder and Adobe AIR—Schulze also recognizes the larger benefits of leveraging the platform. “Adobe Flash Platform developers are much easier for Woven Interactive to find than other types of developers, which allows us to hire top talent for developing our eye-catching digital applications,” notes Schulze.

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Charlie Schulze  
President and co-founder,  
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Schulze uses various components of Adobe Creative Suite 5.5 Web Premium to develop and promote the *Comb Over Charlie* application. He uses Adobe Photoshop CS5 Extended to create the characters and other elements for the underwater app, from fish and octopi to monsters and bombs. He then incorporates the Photoshop objects into the Adobe Flash Professional and Flash Builder workflow to deliver the *Comb Over Charlie* Adobe AIR application to multiple screens. "Working with Flash Professional and Adobe AIR for iOS made this process extremely simple," adds Schulze.

"For perfecting images, Adobe Photoshop CS5 Extended is second to none," says Schulze. "I can seamlessly edit the pixels of an image and use it for a mobile platform game. There's no better tool for the job." Schulze also uses Adobe Dreamweaver CS5.5 for developing the *Comb Over Charlie* promo site.

### **New applications, new clients**

Given the flexibility of the Adobe Flash Platform and multiscreen performance of the undersea Adobe AIR application, Schulze envisions Charlie making his way to other websites and devices in the near future. "It's assuring to know that I'm already set to target *Comb Over Charlie* for other devices including ones that haven't hit the market yet, as well as social media sites," says Schulze. The *Comb Over Charlie* app will soon be available for Facebook users, who will be able to integrate their top scores, unlocked levels, and other data with their mobile versions of the app.

Woven Interactive is taking advantage of the Adobe AIR flexibility and robust features for other opportunities in the competitive digital marketing space, where the company is determined to stay ahead of the curve. "We get requests from companies that need a sophisticated yet cost-effective approach to cross-platform development," notes Schulze. "The Adobe Flash Platform, including Adobe AIR, equips us with the capabilities to respond to client requests that other digital agencies can't accommodate. At the end of the day, it's about delivering more to our clients at a lower cost, and the Adobe solutions allow us to do just that."

**For more information**  
[www.adobe.com/flashplatform](http://www.adobe.com/flashplatform)



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