

ADOBE® FLASH® CS4 PROFESSIONAL

Create and deliver rich interactive content



Which product should I upsell to?

Adobe Creative Suite 4 Web Premium

Which editions is

Adobe Flash CS4 Professional in?

- Web Premium
- Web Standard
- Design Premium
- Production Premium
- Master Collection

Adobe Flash CS4 Professional software is the industry-leading authoring environment for creating engaging interactive experiences. New object-based animation tools make working in Flash easier and more intuitive for beginners and experts alike. Powerful design tools expand your creative possibilities, while exceptional integration with other Adobe software offers new efficiencies for your design and development workflows. Bring it all together in Flash and deliver the most dynamic content to audiences regardless of platform or device.

Customer profiles

Interactive designers—Interactive and web designers who are responsible for the branding, look and feel, and graphic production of interactive projects. They may work independently but most often are part of a production team that includes visual/branding designers, project managers, back-end developers, and IT professionals. They are likely to be quite familiar with Flash and consider it an essential productivity tool.

Graphic designers—Visual designers who are responsible for the branding, look and feel, and graphic production of primarily web and print projects. They may work independently but are most often part of a production team that includes project managers, developers, and IT professionals. Graphic designers have an interest in Flash and are knowledgeable about its benefits, but they have not yet adopted the software as a primary productivity asset due to lack of training or concern about the learning curve.

Developers—Programmers who may or may not have any graphic design experience. They may work independently or as part of a production team. They are responsible for the functionality, optimization, and often the deployment of interactive projects. Flash developers may not have specific design training, but their experience with Adobe Flex® software and the ActionScript® programming language, as well as with consumer-facing applications such as websites and plug-ins, makes them familiar with the technical requirements of design projects. They are also likely to be quite familiar with Flash and work with its underlying code as part of their daily workflow.

Top reasons to buy Adobe Flash CS4 Professional

Object-based animation—Tweens are now applied directly to objects, which means you can quickly create animations, easily modify motion paths with Bezier handles, make changes to the entire animation at once, and enjoy greater control over each individual animation attribute.

3D transformation—Animate 2D objects through 3D space with exciting new 3D translation and rotation tools, which allow you to animate along the x, y, and z axes. Apply local or global transformation to any object.

Inverse kinematics with the Bones tool—Use the new Bones tool to distort a single shape or to link a series of objects to quickly create a chain-like effect.

Procedural modeling with Deco and Spray Brush—Turn symbols into instant design tools. Apply symbols in a variety of ways: Quickly create kaleidoscope-like effects and apply fills using the Deco tool, or randomly spray symbols across any defined area using the Spray Brush.

Sophisticated video tools—Leverage the Adobe Media Encoder and experience advanced video capabilities including embedded cue points, alpha channel support, and high-quality video codecs.

New Adobe Creative Suite® interface—Boost your efficiency with intuitive panel docking and spring-loaded behaviors that streamline your interaction with tools throughout the Adobe Creative Suite editions.

Authoring for Adobe AIR™—Deliver interactive experiences to the desktop with new integrated capability to publish to the Adobe AIR runtime.



System requirements

Windows®

- 1GHz or faster processor
- Microsoft® Windows XP with Service Pack 2 (Service Pack 3 recommended) or Windows Vista® Home Premium, Business, Ultimate, or Enterprise with Service Pack 1 (certified for 32-bit Windows XP and Windows Vista)
- 1GB of RAM
- 3.5GB of available hard-disk space for installation; additional free space required during installation (cannot install on flash-based storage devices)
- 1,024x768 display (1,280x800 recommended) with 16-bit video card
- DVD-ROM drive
- QuickTime 7.1.2 software required for multimedia features
- Broadband Internet connection required for online services

Mac OS

- PowerPC® G5 or multicore Intel® processor
- Mac OS X v10.4.11–10.5.4
- 1GB of RAM
- 4GB of available hard-disk space for installation; additional free space required during installation (cannot install on a volume that uses a case-sensitive file system or on flash-based storage devices)
- 1,024x768 display (1,280x800 recommended) with 16-bit video card
- DVD-ROM drive
- QuickTime 7.1.2 software required for multimedia features
- Broadband Internet connection required for online services

For updates to system requirements, visit www.adobe.com/products/flash/systemreqs.

This product may allow you to access certain features that are hosted online ("online services"), provided you have a high-speed Internet connection. The online services, and some features thereof, may not be available in all countries, languages, and/or currencies and may be discontinued in whole or in part without notice. Use of the online services is governed by separate terms of use and by the Adobe Online Privacy Policy, and access to these services may require user registration. Some online services, including services that are initially offered at no charge, may be subject to additional fees. For more details and to review the terms of use and Online Privacy Policy, visit www.adobe.com.

For more information

Product details:

www.adobe.com/go/flash

Suite configuration chart:

www.adobe.com/go/cs4compare

Upgrade eligibility:

www.adobe.com/go/fl_upgrade

Suite selector tool:

www.adobe.com/go/cs4selector



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Top reasons to upgrade to Adobe Flash CS4 Professional

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Motion editor—Experience detailed control over keyframe parameters, including rotation, size, scale, position, filters, and more, using the new motion editor. Refine easing control with graphical displays similar to those in Adobe After Effects® software.

Flash customer FAQ

Q: I updated to Flash CS3 just recently. Why should I consider upgrading so soon?

A: With Flash CS4 Professional, animating is easier and more powerful than ever before. New object-based animation allows you to easily modify animations. Presets help you get started quickly and repurpose your work—you can even save your animations and then apply them to different objects. Importing options are expanded with new XFL file import. And 3D transformation, inverse kinematics, and procedural modeling help you create highly expressive and engaging experiences.

Q: I'm a traditional designer with a lot of experience in Adobe Photoshop®, Illustrator®, and InDesign®. How does Flash help me?

A: With Flash, you can make your content interactive and your designs even more engaging. New object-based animation makes getting started with Flash easier than ever before. Import capabilities—including native AI and PSD import and new XFL import for InDesign and After Effects—allow you to bring native files into Flash to add interactivity and then deliver them online, on mobile devices, or on the desktop.

Q: Why did you change how to do tweening?

A: In previous versions of Flash, creating and editing an animation involved many keystrokes and commands and often some time-consuming, difficult tasks. With object-based animation, motion tweens are applied directly to objects instead of to the timeline, greatly streamlining the animation process. Flash CS4 Professional enables new users to get started more quickly with minimal frustration, while advanced designers and developers can get more done faster with a much more powerful animation model.

Q: Why should I choose Flash over other interactive content authoring tools?

A: Ultimately, great interactive content requires not only a state-of-the-art authoring tool but also compatibility with the most widely adopted platform. Release after release, Flash continues to raise the bar on interactive content creation—with new design features as well as enhanced efficiency and workflow. Adobe also continues to deliver impressive penetration statistics:

- 75% of online videos are viewed using Adobe Flash technology. (Source: March 2008 data from independent research firm comScore)
- 98.8% of Internet-enabled desktops can view content compatible with Adobe Flash Player software as of March 2008.

For the full Flash customer FAQ, visit www.adobe.com/go/flash_faqs.

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