



**SPECIAL ISSUE:**

S T U D I O 8

# MX

## developer's journal

THE LEADING MAGAZINE FOR  
MACROMEDIA MX DEVELOPMENT,  
DESIGN, & PRODUCTION TOOLS

volume 3 issue 8 2005 [www.mxdj.com](http://www.mxdj.com)

### NEW STUDIO 8

FLASH PROFESSIONAL 8

DREAMWEAVER 8

FIREWORKS 8

CONTRIBUTE 3

FLASHPAPER 2

## THE EIGHT ISSUE

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release in the history  
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macromedia®  
**STUDIO 8**

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# Complete source code and asset management in Dreamweaver MX—now possible with Surround SCM.

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*Remotely access your source code repository from Dreamweaver MX.*

Surround SCM adds flexible source code and digital asset control, powerful version control, and secure remote file access to Dreamweaver MX. Whether you are a team of one or one hundred, Surround SCM makes it easier to manage your source files, letting you focus on creating beautiful Web-based products. For more information, visit [www.seapine.com/mxwebdev](http://www.seapine.com/mxwebdev).

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Fast and secure remote access to your source files—work from anywhere.

Advanced branching and email notifications put you in complete control of your process.

External application triggers let you integrate Surround SCM into your Web site and product development processes.

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Scalable and reliable cross-platform, client/server solution supports Windows, Linux, Solaris, and Mac OS X.

## Successful Web Project Management

Delivering Web sites on time and within budget may seem like an impossible task. Download Seapine's **Beyond the Wild, Wild West: Successfully Managing Web Development** white paper, and learn how to easily and cost effectively manage your next Web development project using version control, issue management, and automated testing tools.

[www.seapine.com/mxsi](http://www.seapine.com/mxsi)



# Dreamweaver 8 is coming! And it's not alone.

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More details on [www.interaktonline.com/Macromedia/](http://www.interaktonline.com/Macromedia/)

ImpAKT helps Dreamweaver designers do complex database stuff. The bundle includes 4 products to handle file and image upload features, user authentication section for your sites, validate your visitors' input and send e-mails on form submit.

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Rich validation formats library  
Preserve submitted values on error  
Date picker, Numeric text field  
Masked text field, Restricted Textarea



## MX Form Validation

## MX User Login

User registration and login  
Encrypted password  
"Remember me" feature  
Account activation by e-mail  
Restrict access to page  
Forgot password feature



File and image upload  
Proportional image resize  
Restrict file size  
Dynamic thumbnail creation  
Download uploaded file  
Delete files on record delete



## MX File Upload

## MX Send E-mail

Send e-mail on form submit  
Send e-mail to multiple recipients  
Send page section by e-mail  
CSS and image links in e-mail body  
Set e-mail priority



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**MX**  
developer's journal

# Today, Tomorrow, Always

*Studio 8 belongs to you now*

by jeremy geelan

When back in early June, during a one-on-one briefing, I asked Kevin Lynch, Macromedia's chief software architect, what made Flash Professional 8 so completely different from any other version that had come before it, he answered that with 8, Macromedia had "turned our animation tool into a complete Web application tool." He also noted that it would blow away everyone who saw it the moment it was released, because thanks to Flash Player 8 we would all soon be able "to take video on the web to the next level" by bringing 8-bit alpha channel video, a powerful new video codec, and advanced video encoding options.

Kevin was kind enough to demo for me there and then the revolutionary new alpha channel support with its unique ability to overlay video composited with a transparent alpha channel over any other Flash content. Sure enough, it was mind-blowing. I had never seen anything comparable, in terms of ease of use or visual originality.

What he said about Flash Professional 8 applies many times over to Studio 8 as a whole – which in this Special Issue *MXDJ's* team of dedicated editors, together with the key Macromedia executives behind the release, has the pleasure of presenting to you in all its multiple, interlocking, highly integrated facets.

Many Macromedia developers have already found themselves no longer exclusively working with Flash, but also with, for example, Flex and Flash Lite, and have accordingly already begun experiencing a new view of what Macromedia now calls the Flash Platform. With Studio 8 that process will be spread from "many" to "all" – because there is truly no excuse now not to start using this expressive new toolset to create the kind of truly sophisticated interactive content that simply hasn't – until now – been possible.

From the feature-rich Flash Player 8 through to the Flash 8 and Flash Professional 8 authoring tool itself, from the "hugely updated" Dreamweaver 8 and Fireworks 8 to FlashPaper 2 and Contribute 3, what Macromedia has done is to marry powerful new productivity tools (to address the need to streamline web content management and maintenance) with its expanded, updated software suite – with its many powerful and useful new features, capabilities, and performance optimizations.

Macromedia is really excited to put this product into the hands of you, its users, and see what you will do with it. This issue is dedicated to helping with that process by giving you a one-stop reference guide, here and now, to every aspect of Studio 8.

The editorial board of *MXDJ* has no doubt that Studio 8 will be able to help web designers and developers explore new ground and push their creative limits. Best of all, we see that Studio 8 is as much aimed at helping those involved in design, development, and production to address today's problems as it is at offering them new functionality to help them build skills for tomorrow so they can do things they've never done before. It's a double whammy, and a mighty attractive one!

As *MXDJ's* own Charles Brown says in his introductory article giving an overview of Studio 8: "I am not easily 'wowed'.. but this package did it. If you thought the jump from MX to MX 2004 was a major leap, Studio 8 multiplies that by 10."

Read on then, and see if you agree with Charles. Certainly, after reading this issue, Studio 8 will belong to you all the more easily – quite literally, in fact, if you choose to participate in our "Studio Hall of Fame" vote and happen to be one of the winners in our drawing. For details of that, see pages 46–49. ☺

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# Studio 8

## The Future of Interactive Experiences

**S**ince the introduction of Macromedia Studio in 2001, websites and applications have grown continuously in sophistication and importance, from communicating corporate brands to delivering mission-critical data and transactions. Technical, communication, and marketing requirements for websites are now coupled with support for industry standards and best practices. Studio continues its strong market adoption because it provides best-in-class tools for creative professionals to focus more effectively on great design and development.



Studio 8 includes the latest release of Dreamweaver, Flash Professional, Fireworks, Contribute, and FlashPaper, and offers web designers and developers a new level of expressiveness, efficiency, and simplified workflow. This release of Studio has significant new creative tools that will define the future of interactive experiences. Websites, web applications, games, presentations, and mobile content will reach a new level of design and development sophistication with the advanced graphics, text, animation, video, and audio tools of Studio 8.

With new levels of efficiency and simplified workflow, Studio speeds the design, development, and maintenance process with key features like batch optimization of creative assets, batch encoding of digital video, performance enhancements for faster project development, and increased integration with third-party products. With the introduction of Contribute into Studio, developers can now easily set up and administer sites to allow nontechnical contributors to update their own content while still maintaining site integrity.

New video encoding capabilities in Studio 8 broaden appeal to the community of video professionals looking to capture, edit, and publish video online. Additional drag-and-drop tools and starter templates make Studio 8 more approachable than ever to traditional graphic artists looking to enhance their print design skills with digital media experience.

Web content and applications built with Studio 8 will deliver consistent experiences with the greatest reach across the widest range of browsers and server technologies. Studio 8 leverages the new Flash Player 8 and prior versions, which, to date, are installed on over 98% of the world's Internet-connected computers. Customers can take their digital experience further, using Studio 8 to create content for millions of mobile handheld devices and phones.

With millions of professionals using Macromedia tools today, Studio 8 remains the leading integrated suite of professional tools for designing, developing, and maintaining effective websites, applications, interactive presentations, and mobile content. Macromedia Studio 8 includes the latest release of the following products:

- Dreamweaver 8
- Flash Professional 8 (including new Flash 8 Video Encoder)
- Fireworks 8
- Contribute 3
- FlashPaper 2

You may notice that Freehand is no longer included. With this release, Freehand will be sold as a separate package.

## Studio 8 - Overview

Studio 8 is the essential software suite used to design, develop, and maintain interactive online experiences. Combining the latest release of Dreamweaver, Flash Professional, Fireworks, Contribute, and FlashPaper, Studio 8 offers web designers and developers a new level of expressiveness, efficiency, and simplified workflow to create websites, interactive experiences, and mobile content.

- **Essential:** Studio 8 is the must-have suite to create websites, web applications, interactive presentations, or mobile content. Use Flash Professional to author rich interactive content. Dreamweaver delivers clean, standards-based sites and applications. Fireworks provides optimization tools to balance quality images with compression. Contribute makes managing web content a shared team task, and the one-click process in FlashPaper can convert any printable document into a SWF or PDF file for the web.
- **Expressive:** Studio 8 offers the broadest range of creative tools for expressiveness and creation of vibrant interactive media, websites, or applications. Use advanced graphics, text, animation, video, and audio tools with precision control and quality. From simple animated graphics to sophisticated interactive experiences, Studio 8 provides a full suite of tools for limitless creativity.
- **Efficient:** Studio 8 speeds the design, development, and maintenance process, with reliable round-tripping between Macromedia products, integration with third-party products, and key features like batch rendering, batch encoding, and general performance enhancements to get projects done faster.

- **Multi-Platform:** Support for Windows and Mac OS X enables Studio to deliver projects on the platform of choice. Extend the reach of content created with Studio by leveraging the Flash Player, installed on over 98% of Internet-connected computers. Take online experience further, and use Studio tools to create content for millions of mobile handheld devices and phones.

Studio 8 offers tremendous value and benefit to design, develop, and maintain using development tools with similar interfaces and time-saving round-trip media integration. With five products in one suite, Studio 8 offers rich functionality and cross-product workflows to create, code, and collaborate quickly.

## So What's New?

### Design. Develop. And now maintain

Studio 8 has new members in the suite: Contribute 3 and FlashPaper 2. FlashPaper 2 enables customers to further the content creation process by converting any file type into web-ready PDF or SWF file format. Contribute 3 supports web professionals by enabling them to define and share templates with team members who add or update web content – but in a controlled and managed workflow to preserve website integrity.

Latest versions of the industry standard tools for web professionals

- Flash Professional 8 – the most significant release since the introduction of Flash
  - Custom easing for advanced animation
  - Improved text tool and new text rendering engine
  - Graphic filters like blur, drop shadow, bevel, and glow
    - Dreamweaver 8 – tackle new and familiar technologies with greater ease
- Integrate XML-based data with a powerful, visual, drag-and-drop workflow
- Zoom and guides improve the accuracy between design comps and finished product

### Fireworks 8 – new and enhanced creative tools

- 25 new blend modes and support for special characters and AutoShape properties



### Efficient Workflows

- Longer list of technologies that integrate: Adobe Creative Suite 2, ColdFusion MX 7, PHP5, Flash Player 8, latest support for Mac OS X "Tiger" and Windows updates
- User interfaces have been streamlined for higher productivity

### How Will This Affect Your Workflow?

The Macromedia Studio 8 products – Dreamweaver 8, Fireworks 8, Flash 8, Contribute 3, and FlashPaper 2 – work in concert to provide the best design and application development environment for web designers and developers. Here's how Studio 8 provides the right solution throughout each stage of the web development process.

#### Planning a Web site

Before developing a website, establish its goals, determine its audience, and identify data source requirements. Then, begin mapping the site navigation. The graphics tools in Fireworks 8 make it easy to quickly create a site map illustrating how the web pages will relate to each other. Once the idea has been sketched, it's easy to convert the drawings to HTML pages with the one-step publish HTML

feature in Fireworks. With drawings available as HTML, the pages can be posted to an internal site by Dreamweaver for easy access and presentation to the team.

#### Setting Up a Development Environment

Setting up a web server, a development server, and a Dreamweaver site is next. Once web and applications servers are set up, define a website using the simple web site setup wizard in Dreamweaver, including local and remote storage locations for site documents. Set up the check in/check out capability in Dreamweaver to ensure that no two people are working on the same file at the same time. Sites defined in Dreamweaver can be shared with Fireworks and Contribute for seamless integrated workflows.

#### Planning Page and Screen Design/Layout

Use the professional design tools in Fireworks to comp a site's main pages and to create graphics. Add buttons, mouseovers, and pop-up menus without writing any code. Edit and optimize photos. Export an entire page to Dreamweaver, or slice up a page and export only selected sections, including graphics and HTML or use the Fireworks comp as a tracing image in Dreamweaver.

#### Creating Content Assets

Use the combined visual and code environment in Dreamweaver to build web pages. After creating bitmap and vectors graphics, such as buttons and rollovers in Fireworks and rich-media elements in Flash, integrate the assets into HTML in Dreamweaver. The seamless integration between Flash, Dreamweaver, and Fireworks offers features like launch and edit for instant access to source files.

#### Building application assets

Frequently accessed or updated information on a website is likely to be stored in a database and pushed live with a web application server. Studio 8 supports creation of HTML-based web applications with Dreamweaver or Flash-based web applications that take advantage of the rich client capabilities of Flash Player, a database is likely required to store the information the website will deliver to users. Dreamweaver enables creating

dynamic pages that support ColdFusion, ASP.NET, ASP, JSP, and PHP technologies to connect to data sources. Create application interfaces in Flash and integrate them directly with a database.

#### Assembling, Testing, and Deploying

When all of the website pieces are ready, put them together in Dreamweaver. Special features for testing and validating designs ease this final production phase. Commands in Dreamweaver and Macromedia Flash ensure every site meets accessibility standards. Finally, when the site is good to go, use Dreamweaver to deploy it to a server.

#### Maintaining and Updating

Take advantage of Dreamweaver templates to define styles and standards for sites, and then allow non-technical contributors to update their content with Contribute. Set administration rules within Contribute, including setting permissions and workflow approval requirements. Content providers can easily update and edit content keeping the integrity of the site intact.

### Studio 8 Feature Integration Details

#### Flash 8 and Dreamweaver 8

Flash and Dreamweaver together provide a complete development solution for creating robust web sites and rich Internet applications. Flash is the fastest way to create interactive user interfaces, while Dreamweaver offers a robust development environment for integrating Flash content with entire websites and application logic. Top integration features include:

- **Flash Video:** Adding Flash Video to sites is drop dead simple. Using a dialog-driven, five-click process in Dreamweaver, integrate video into sites and customize its presentation. Use Flash Professional for deeper customization and for adding interactivity. Batch encode digital video with the Flash 8 Video Encoder (available only with Flash Professional and Studio).
- **Seamless integration of XML data:** Design visually rich front ends to XML-based data using Dreamweaver and Flash. Within Dreamweaver, simply point to an XML file or live data feed and Dreamweaver will introspect it. Then just drag, drop, and style the

## Video Features

1

#### Codec

New video codec integrated with Flash Professional, with alpha channel support and embedded cue points for interactivity

2

#### Encoder

New standalone Flash Professional Video Encoder can be installed on any Mac OS X or Windows system for batch encoding

3

#### Exporter

New Flash Video exporter plug-in for all popular nonlinear video editing systems

4

#### Integration

Add Flash Video to a site with fewer than five clicks of a mouse in Dreamweaver. Point Dreamweaver to the Flash Video file, select the playback controls, and publish.

# “Studio continues its strong market adoption because it provides best-in-class tools for creative professionals to focus more effectively on great design and development”

content onto any page. Jump into code view to develop and maintain XML. In Flash, consume XML data created in Dreamweaver using a variety of methods, including the easy-to-use XMLConnector component, which simplifies the task of connecting to, parsing, and binding XML data at run-time.

- **Launch and edit:** Seamlessly launch and create or edit content in either Macromedia Flash or Dreamweaver; changes are automatically saved and versions are synchronized.
- **Preview Flash files in Dreamweaver:** The play/stop button on the Flash property inspector enables previewing a Flash movie in the Dreamweaver document window at authoring time for optimal layout and design.
- **Delineate Flash parameters in Dreamweaver:** Delineate any set of parameters for Flash files within Dreamweaver with the property inspector.

## Flash 8 and Fireworks 8

Fireworks offers Macromedia Flash developers a roundtrip workflow between their bitmap production environments and Macromedia Flash. Although Fireworks exports custom HTML for many popular HTML editors, the tight integration between the two Macromedia tools makes Fireworks ideal for combining optimized bitmap graphics with vector-based Macromedia Flash websites.

You can easily import, copy and paste, or export Fireworks vectors, bitmaps,

animations, and multistate button graphics for use in Flash. Launch-and-edit functionality also makes it easy to edit Fireworks graphics from within Flash. Top integration features include:

- **Import Fireworks PNG files to Macromedia Flash:** Directly import native Fireworks PNG files into Flash. Vectors, shapes, lines, layers, and guides remain editable, and intuitive tools add sophisticated interactivity, effects, and animation. Maintain and take advantage of existing creative assets when importing Photoshop PSD files into Fireworks and save them as layered PNG files for importing into Flash.
- **Export Macromedia Flash SWF files from Fireworks:** Fireworks can export native Flash movies. Create animated GIF ad banners and export them as compact SWF files. Copy and paste Fireworks vectors, and quickly repurpose graphics by copying and pasting their paths directly into Flash.
- **Launch and edit in Fireworks:** Click the edit button in the property inspector to launch the original Fireworks file or bitmap image; changes will automatically update in Flash.
- **Create custom commands and panels for Fireworks in Flash:** Use Flash to create SWF movies in JavaScript and then reuse them as Fireworks commands or panels of commands. The align panel in Fireworks was first built by a customer in Flash then imported as a panel for Fireworks.

- **Mobile interface development:** Mock up mobile interfaces quickly with bitmap interface components in Fireworks then export to Flash to add interactivity. Use Flash Professional 8 to design, build, and test content using its advanced authoring environment and interactive mobile emulator for deploying content to mobile phones.
- **Preserve graphical elements and color consistency:** Vector attributes, such as fills, strokes, filters, and blend modes are preserved when moving objects between Flash and Fireworks. Fireworks recognizes ActionScript color values when copied from Flash and pasted into Fireworks color value fields.

## Dreamweaver 8 and Fireworks 8

More than 75% of professional website developers also create graphics for sites, which makes integration between graphics programs and development tools crucial. The tight integration between Dreamweaver and Fireworks offers the best solution for rapid website development. Top integration features include:

- **CSS pop-up menus:** Fireworks 8 uses CSS (Cascading Style Sheet) format to create interactive pop-up menus. The result is clean and easily customizable code that integrates well with sites built in Dreamweaver. Once integrated, use the powerful new CSS panel in Dreamweaver to quickly modify the presentation of the CSS.
- **Integrated Dreamweaver graphics editor:** Leverage Fireworks technology to provide basic image





manipulation and editing directly within Dreamweaver. Crop, resize, and resample images without leaving the Dreamweaver environment.

- **Roundtrip table editing with Dreamweaver:** Fireworks and Dreamweaver facilitate collaboration between designers and developers while protecting each person's work. A designer can output a set of nested tables containing sliced graphics from Fireworks and pass it to a developer, who can edit the tables in Dreamweaver. The developer can then pass the tables back to the designer, who can edit the graphics files and update the tables without overwriting the developer's custom code.
- **Launch and optimize/edit:** Double-click on a graphic in Dreamweaver to instantly launch Fireworks for fast editing; single-click to make simple edits without leaving Dreamweaver. Post edits to the web graphic (JPEG or GIF) or to the source image. To optimize

site graphics for fastest download, choose optimize image to launch the Fireworks optimization engine.

- **Export as Dreamweaver library from Fireworks:** Create a set of common graphics elements such as pieces of a navigation bar, and save them as library items. When exported from Fireworks, these items will automatically appear in the Dreamweaver library. To edit a Fireworks-originated library item, edit the original PNG and re-export it to the Dreamweaver site folder. Dreamweaver will prompt with an option to update the library item and propagate the changes site-wide.
- **Export layers, slices, or frames as absolute positioned Dreamweaver CSS layers:** Create Fireworks graphics and place them with pixel-level accuracy on a page comp, and then export the layout, including the graphics, to Dreamweaver using CSS layers. Keep the existing Fireworks layout in Dreamweaver, and easily reposition the

CSS layers, or convert them to tables for older browsers.

- **Integrate native behaviors In Fireworks:** Create rollovers and sophisticated JavaScript effects as well as the associated source graphics. Then, import the graphics and code into Dreamweaver where the behaviors are recognized and editable as native Dreamweaver code. Edit, update, and manipulate the behavior of Fireworks graphics without interrupting workflow.
- **Auto-insert HTML and graphics:** Import graphics, JavaScript, and HTML created in Fireworks directly into Dreamweaver with the one-step insert Fireworks object operation. Dreamweaver will import code created by Fireworks while maintaining precise placement, links, and other image properties.
- **Script the two applications together:** Dreamweaver and Fireworks both have JavaScript-based APIs, and Fireworks can be fully automated through JavaScript, C++, or ActionScript, so scripts can drive Fireworks from Dreamweaver. The create web photo album command in Dreamweaver hints at the power available through the APIs. Other scripting examples include batch-processing graphics without leaving Dreamweaver, automatically creating multiple rollovers by defining the text of the rollover in Dreamweaver, and using a single template graphic in Fireworks.
- **Create Fireworks placeholder:** In design view in Dreamweaver, insert a placeholder for an image by designating the image's precise size. To create the image, click the edit in Fireworks button to launch with a blank canvas at the correct size. After the image has been created, Fireworks will automatically replace the placeholder with the finished image in Dreamweaver.
- **Shared sites and check-in/check-out:** Avoid overwriting shared files, and manage files consistently across applications. Fireworks includes the same check-in/check-out capabilities as Dreamweaver to ensure that no two people are working on the same file at the same time. Upload and download files from a remote server with a single click through FTP.





M E T A L I Q

## Metalig Components (*mCOM*)

Creating data-driven interfaces for online applications can be complicated and time-consuming. Developers and designers worldwide need an extensible solution that saves time and headaches. There needs to be a stable, innovative approach to solving common UI problems, such as navigation, forms, filtering and sorting immense amounts of data.

Start your development with Metalig Components (*mCOM*). Completely new and developed from the ground up specifically for RIA (Rich Internet Applications) and online experiences, *mCOM* are easy to integrate, lightweight and built on the same industrial strength code deployed across some of the largest websites, portals and web applications in the world.

*mCOM* allow you to quickly create stable, lightweight data-driven interfaces that are extensible by designers and developers alike, both through extending classes and a simpler visual skinning process. *mCOM* include a fully implemented advanced focus manager that works seamlessly with all of our components, and allows for easy creation of tab groups. For anyone familiar with Flash components, there is no learning curve. In most cases, Flash components can be easily updated to *mCOM* with little or no modifications to your project.

### Component List:

- Accordion
- Button
- Check Box
- Color Pickers
- Combo Box
- Data Grid
- Field Set
- List
- Menu
- Numeric Stepper
- Radio Button
- Scroll Bar
- Scrolling Pane
- Slider
- Tab Box
- Text Area
- Text Input
- And more...



**mCOM**  
Metalig Components  
in sample interface

### Key Features:

- Up to 75% smaller file size
- Faster download
- Lower CPU usage
- Simplified customization
- Flash Player 6, 7 and 8 compatible
- Reusable
- Easy to integrate

### Integrated Technology:

- Effective, understandable code architecture
- Advanced tabbing management
- Improved event model
- Written in ActionScript 2.0
- Advanced focus manager

Metalig is a solutions company, specializing in industrial strength creative, code and consulting. Identifying, creating, and implementing innovative solutions that are usable, intuitive and appealing. Metalig offers a suite of solutions for video (*mVID*), dashboards (*mDAT*), applications (*mCAP*) and components (*mCOM*). Contact us by phone at 415.642.3332, email us at [mCOM@metalig.com](mailto:mCOM@metalig.com) or visit us at [metalig.com/mCOM](http://metalig.com/mCOM).



| Windows   | Macintosh  |
|---|--|
| 800 MHz Intel Pentium III processor (or equivalent) and later Windows 2000                    | 600 MHz PowerPC G3 and later   |
| Windows XP 256 MB RAM (1 GB recommended to run more than one Studio 8 product simultaneously) | Mac OS X 10.3, 10.4  |
| 1024 x 768, 16-bit display (32-bit recommended)   | 256 MB RAM (1 GB recommended to run more than one Studio 8 product simultaneously) |
| 2 GB of available disk space  | 1024 x 768, thousands of colors display (millions of colors recommended)           |
|   | 2 GB of available disk space   |

### Dreamweaver 8 and Contribute 3

Most web professionals would prefer to focus on site design and development and to empower other users to make simple content updates. By providing Contribute to content contributors, Dreamweaver developers can offload simple page maintenance tasks to the users who request them while still retaining control over their site designs and permissions. Contribute uses a simple browse/edit/publish methodology with built-in review and approval features that even the least sophisticated of users can master. Developers can limit access to specific pages, and even control which sections of a page or content are editable. As a result, site security and design are never compromised. Top integration features include:

- **Common code base keeps Dreamweaver and Contribute users in synch:** Dreamweaver and Contribute are based on the same HTML editing engine and share page locking and file rollback versioning systems. Dreamweaver 8 provides administrative controls for most Contribute-enabled websites.
- **Integrated administrative control designed for ultimate management:** Web site administrators can segregate publishing roles for named

users and groups, assigning access to different sections of the website and defining what changes can be made. With shared assets, common design elements and Dreamweaver library Items can be centrally managed to safely empower business users. Administrators can also control file naming conventions, the location of new dependent files, the size and quality of images, and the number of page versions available for roll-back. Every Dreamweaver and Contribute action can be logged with optional server-based Contribute Publishing Services.

- **Maintain website integrity:** Content created in Contribute matches the look and feel of site thanks to integrated support for Dreamweaver templates and advanced CSS support. Contribute 3 ensures design standards are met, functionality is maintained, and code is protected. Dreamweaver users can control the access Contribute users have to file, so all scripts and server code can be locked-out when pages are edited, and Contribute leaves existing code in pristine condition without unnecessary modifications. Content is cross-browser compatible, and is easily made Section 508 compliant for accessibility.

- **Review and approval:** Dreamweaver users can now control who can edit and who can publish – thanks to a flexible approval system that does not require pre-defined workflows. Contribute 3 enables users to send web content to others for review and collaboration before publishing it live on the web. The approval system includes a draft console within Contribute that summarizes work in progress, including the status of drafts and reviews.
- **Rich extensibility layer:** Dreamweaver 8 and Contribute 3 provide a common, robust extensibility layer to meet the needs of any organization. The JavaScript and XML client extensibility layer allows extensive user interface customization – deployable using new, configurable installer technology. Because Dreamweaver and Contribute are written on the same code engine, extensions developed for one product are easily customized to work with both.

### Conclusion

I am not easily “wowed”... but this package did it. If you thought the jump from MX to MX 2004 was a major leap, Studio 8 multiplies that by 10. Welcome to the future of web design. ☺

Charles E. Brown is the editor-in-chief of MX Developer's Journal. He is the author of *Fireworks MX from Zero to Hero* and *Beginning Dreamweaver MX*. He also contributed to *The Macromedia Studio MX Bible*. Charles is a senior trainer for FMC on the MX product family. [charles@charlesebrown.net](mailto:charles@charlesebrown.net)





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A large, stylized number '8' is positioned on the right side of the page. To its left, a cluster of smaller, light gray circles is arranged in a roughly circular pattern. The background features a large, light gray, semi-transparent number '8' that serves as a backdrop for the main text.

# Dreamweaver 8

## Cements Its Legacy

**S**ince the 2002 release of Dreamweaver MX and Dreamweaver MX 2004 the following year, web professionals have had an embarrassment of riches in expressive features, efficient workflows, and an easy method of managing web content. The MX generation of Dreamweaver gave web professionals all the leanness and precision of a code editor along with the elegance and visual chops of WYSIWYG. The 3.2 million users attest to its success.

Now, with the debut of Studio 8, Dreamweaver 8 unlocks the power of open, standards-based development for the web community while enhancing the basic tools and visual techniques that professionals need. Dreamweaver 8 cements its legacy of being the industry-standard solution for professional web development begun with Dreamweaver 1 in 1997.

## Features

Version 8 provides a powerful combination of visual layout tools, application development features, and code editing support, enabling developers and designers at every skill level to create visually appealing, standards-based sites and applications quickly. From leading support for CSS-based design to hand-coding features, Dreamweaver provides the tools professionals need in an integrated, streamlined environment. Developers can use Dreamweaver with the server technology of their choice to build powerful Internet applications that connect users to databases, live data feeds, and legacy systems. Designers can use Dreamweaver to express their creativity on the web platform with streamlined workflow and without having to master coding to implement desirable features.

Dreamweaver 8 features a new unified CSS panel that shows relevant CSS and provides quick access to making changes without having to navigate a lot of code through trial and error. If need be, one can learn CSS by reviewing the consolidated view and visual representation of the cascade as it applies to content. A property grid allows for quick edits. Easily work with CSS-based positioning in design view using the new CSS Layout Visualization, ensuring pixel-perfect designs in Design View. Visual aides available at design time serve to outline CSS layout borders or color CSS layouts, revealing complex nesting schemes and improving selection. Click on the CSS layout for valuable Tooltips, such as ID, padding, and margin and border settings, to better understand the elements that are controlling the design. Designers working across media platforms will use the new style-rendering toolbar to toggle to design view to see how it will look in print, on a handheld, or on a screen.

## Expand Productivity and Skills

Dreamweaver has always helped web designers and developers expand their productivity and skills by handling cross-functional tasks from within the single Dreamweaver interface. Dreamweaver 8 improves this, supporting users as their skills grow and web technologies evolve, facilitating easy and quick adoption of new technologies and methodologies. Build static sites or data-driven applications or increase creative control through richer CSS functionality, building skills along the way. Countless in-product learning tools, such as starter pages, reference content, and tutorials, help get users up and running within a few minutes.

## Traditional Support

As always, Dreamweaver will continue to support all of the major server technologies, including ColdFusion, PHP, ASP, ASP.NET, and JSP so developers of all skill levels will be able to bring designs to life. Version 8 gives complete control over the coding environment, integration with the chosen server technology, and a workflow that allows the developer to work the way he prefers to without leaving his familiar workspace environment. With Dreamweaver 8, keep current in PHP 5 and ColdFusion MX 7 with updated server behaviors and improved code hinting. Dreamweaver 8 provides a platform- and technology-independent development environment that supports PHP, J2EE, and Microsoft .NET; runs on Microsoft Windows and Apple Macintosh; and integrates with industry-leading tools such as Flash, Fireworks, and Contribute, as well as Adobe Photoshop and Microsoft Word and Excel.

In line with its evolutionary bent, Dreamweaver 8 does for XML and XSLT what Dreamweaver 1 did for HTML. Simply point any page to an XML file or a URL of an XML feed, and Dreamweaver will inspect it to enable dragging and dropping the appropriate fields onto the page. From there, pop into code view to work with improved code hinting support for XML and XSLT. New XML, XSLT, and XPath reference content from O'Reilly Publications is included, and updated content for ASP and JSP complements the already robust reference set. Any web designer can get up to speed with XML

using powerful, visual tools to integrate valuable feeds into content, and remove the mystery from XML to HTML translation. It's easy to integrate XML-based data such as RSS feeds into web pages using the simple drag and drop workflow.

Adding and managing content in web pages will be easier than ever. Use Dreamweaver Paste Special commands to import with existing formatting from a Microsoft Office product, convert to the CSS styles already associated with a page, or remove all formatting entirely. No more hunting through menus to find snippets and source formatting options. Access common coding operations directly from code view using the new coding toolbar. Take advantage of new functionality to support frequent code workflows, such as commenting and uncommenting code, wrapping tags, and showing hidden characters. With Dreamweaver 8 and Flash Video, it's a snap to place video content on the web. Drag and drop Flash Video into Dreamweaver 8 to quickly incorporate video into websites and applications.

## New Functionality

New functionality enables users to work with files in their local machine while Dreamweaver communicates with the server. Stop waiting and keep working while Dreamweaver 8 uploads files to the server. Manage sites with increased reliability and confidence. Improved site synchronization features help ensure that the file in use is the latest version. Prevent accidental overwriting of others' work with improved check-in/check-out functionality to track who is working on which files. Perform file comparisons to quickly identify what has changed, whether it is two local files, a file on the local and remote, or two files on the remote server. Dreamweaver 8 now integrates with diff utilities on both the Mac and Windows platforms.

Web designers will adore its management of CSS-based designs. Dreamweaver MX 2004 rocked a designer's world with the new Relevant CSS panel, showing all CSS styles affecting the current page element. Dreamweaver 8 improves upon this with the new unified CSS panel features that allow the designer to see and edit the relevant CSS affecting a page element. Page ren-



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“For those new to Dreamweaver, moving to Dreamweaver 8 from your current tool will be a quantum leap in productivity as well as creativity”

dering in Design View has been greatly improved, and we are able to inspect the relevant CSS in that View as well as in the CSS Panel. Even complex layouts are revealed through the new CSS layout visualization. Laying out content will be faster and easier with Paste Special, zooming in Design View and guides for accurate positioning.

For web developers, Dreamweaver 8 will be the tool of choice no matter what their coding platform, from ASP.NET, PHP or Coldfusion to J2EE. Tools to develop applications rapidly work the same regardless of the particular technology, allowing the developer to focus on function rather than syntax. Support for PHP5 and Coldfusion MX 7 and XML are

improved with this release, with update server behaviors, improved code hinting, and drag and drop for XML. A new coding toolbar and improved code editing make for quick work when you need to work in Code View.

Visual professionals, such as graphic designers and video editors, will have a tool in Dreamweaver 8 that allows them to bring their projects to the web through a powerful visual interface. Dreamweaver 8 provides numerous tools to pull graphic content into a coherent web format, gives excellent visual rendering in that interface, and provides effective tools to manage that content on the web platform. Simplified workflow, drag and drop for Flash video, and awesome integration between Studio 8 applications should catch the eye of every visual professional.

For those new to Dreamweaver, moving to Dreamweaver 8 from your current tool will be a quantum leap in productivity as well as creativity. Dreamweaver is without peer as a web building application. It is the best platform to enable you to build industry standard, not to mention stylish, web sites using XHTML with CSS styles and layouts from the start. You can bring your level of work up to these standards easily by using the tools integrated in Dreamweaver 8. Add dynamic elements to your web sites on any platform with having to stop and learn another language. Take the worry out of designing for the Internet with cross-browser compatibility checking. Dreamweaver gives you literally all of the tools you need to design, build and deploy a web site or web application.



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Dreamweaver MX and MX 2004 users will find the improved tools and new features quite valuable. Look (and be!) smarter and more efficient by using improved CSS design and layout tools, enhanced server technology support, and better web site management tools. Tailor your workspace with four different workspace configurations, or customize your own. The beautiful new layouts and designs allow you to go from installation to full site in no time flat. Manage sites better with background file transfer and improved check-in and synchronization. These powerful tools allow you to better perform tasks across all areas of expertise, from information architect to interface designer to dynamic application developer. ☺

*Elaine Harrell is a professional Web Designer and fledgling Macromedia Certified Instructor, based in sunny Florida. Elaine has worked on many platforms during her tenure in Information Technology, from mainframe to client/server and now the Web. She now operates Delaney Publications, a Web Design and Development business. Elaine is a native Floridian and spends her summer months dodging scary tropical cyclones. [delaneypub@tampabay.rr.com](mailto:delaneypub@tampabay.rr.com)*

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# Flash 8 Professional

*Everyone can join the party*  
by tom green

about a year ago, I had a long chat with Mike Downey, the Flash Product Manager, regarding the launch of Flash MX Professional 2004. Mike was still stinging from much of the criticism related to the that launch, and the gist of the conversation was "never again." He was adamant that if Flash gets shipped, it will ship when it is ready and only then.

This conversation took place in the midst of a very quiet tour that had landed Mike in Toronto after a couple of weeks in Japan. Another couple of weeks in Europe were in front him. He wasn't out apologizing. That's not Mike's nature. He

was out listening closely and intently, to what the Flash designers wanted, and to show them a version of Flash that was more a "concept"

the hard core Flash video creators in mind. The addition of the ON2VP6 codec and the ability to encode video containing an Alpha Mask--green screen--are master strokes that raise the web video bar, in one release, from "hurdles" height to pole-vault height.

One would think this kind of jump would make things more complicated. But it hasn't, not by a long shot. In fact, the product is even easier to use, an amazing feat considering how fundamentally the creation of Flash Video and its use in Flash has changed.

When you open the Flash 8 Video Encoder you get your first clue that something new is in place. All you have to do is to either import a QuickTime video (or videos) or simply drag them from the desktop into the Encoder window. At this stage you have a couple of choices: You can click the "Start Queue" button and the encoding process starts, or click the Settings button to apply your own settings to the encoding process.

If you click the Settings button, the Flash Video Encoder dialog box opens. Again, you can choose to

than anything else. In the midst of the conversation he added, "We are going to do some serious work with video".

Macromedia has delivered on that one, big-time, with Flash 8 Professional.

## Two Flash 8 Jewels

If there are two jewels in Flash 8 Professional, they are the new Flash 8 Video Encoder and the new Video Components. If they do not spark a video revolution on the web, there is something fundamentally wrong with this business, in my opinion. They are that good and, more important, are dead simple to use.

The Flash 8 Video Encoder has been reworked from the ground up, and is designed with those new to video and

make the process a simple one or get a bit deeper into the process by clicking the Advanced Settings button. If you choose to keep things relatively uncomplicated, choose one of the seven presets and do some rudimentary editing by setting the "In" and the "Out" points. Click the "OK" button and the encoder creates the FLV and places it in the same location as the original file. Keep in mind, though, the ON2VP6 codec is only available in the Flash 8 presets and Sorenson Spark is used in the Flash 7 presets.

The Advanced Settings are where the pros are going to have a field day. You get to choose your codec, frame rate, data rate and key frame placement or





add your own values. You can add Cue Points to your video and have those cue points react to events in the Flash movie, or be used for navigation purposes, such as seeking a particular spot in the video. Event cue points are used to trigger ActionScript methods when the cue point is reached. They let you synchronize the video playback to other events, to load a movie clip for example, within the Flash presentation.

But the most important feature is one you might miss. If you select Encode Alpha Channel, you now have the ability to create an FLV that uses an Alpha channel added in AfterEffects 6.5 or other video editing software. This means the ability to add Green Screen video with an alpha channel involves nothing more than a mouse click. If you have seen the Macromedia videos where people talk while Flash plays, you have seen this effect in action. There is going to be a real explosion in talking-head videos thanks to the simplicity of this feature.

### Beyond Creation

Creating the FLV is only half of the equation. Actually getting it into Flash and playing is the other half. Again, Macromedia paid very careful attention to its users. Though the Media Playback Component in Flash MX 2004 Professional was rather easy to use, wait until you see what they have done in Flash 8 Professional!

First off, there are two sets of Media Components. The first set are the ones from MX 2004 used for the Flash Player 6/7. The second set is a selection of UI components designed solely for use in the Flash Player 8. They are "slick".

The FLV Playback component is the slickest of the lot. Drag this component

onto the stage, click the Parameters tab and enter the name of the FLV to appear in the component, compile the .SWF, and you are in the video game.

Then it gets better. If you select Skin and click the little magnifying glass in the Skin area of the Parameters, you will open the Select Skin dialog box. The pop down Skin menu lets you choose from 27 different styles and, if you are so inclined, the opportunity to add a custom skin that you have created. No longer are users "stuck" with the common Halo skin, but rather, can now add their own. This could include the client's branding, for example. Once you finish, the Player--with the Skin--is visible on the stage.

There are occasions when users can be given limited control over video playback. This could include, for example, the use of a video in an eLearning situation, where the student simply has to watch a video. In this scenario, the only two controls needed would be a play button to start the video, and a pause button to stop it from playing. This is the purpose of the FLV Custom UI components.

This collection of 10 components lets you build your own video controller and "wire it up" using ActionScript. In essence each one is a MovieClip or Button and, as such, they can be customized.

"Wiring them up" is a breeze. The first step is to drag the FLVPlayback component onto the stage, enter the name of the FLV in the parameters, and don't add a skin. Then give the Playback component an instance name such as "myVid". Drag copies of the Pause, Play and Volumebar components to the stage, and give them instance names of Pause\_btn, Play\_btn and cVolumeBar.

The ActionScript that ties all of these components to each other is:

figure 1

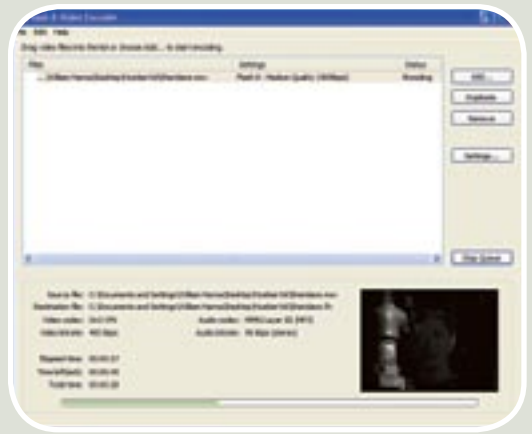


figure 2

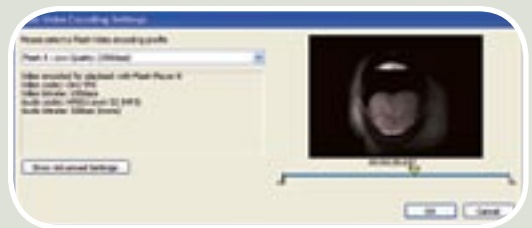
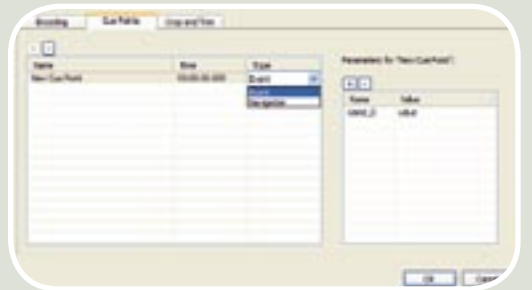


figure 3



figure 4



```
myVid.playButton = Play_btn;
myVid.pauseButton = Pause_btn;
myVid.volumeBar = cVolumeBar;
```

If you compile the SWF you now have a created a video player with a Volume Control bar.

### Let's Play "What-If..."

One great thing about writing about Macromedia products is that you get to play "What-if..." games. In the midst of one of these games I discovered that if you create an FLV that contains an Alpha

“There are two jewels in Flash 8 Professional – the new Flash 8 Video Encoder and the new Video Components”



channel, you can add a drop Shadow filter (or any other filter for that matter) to the Alpha Channel embedded in the FLV. All you need to do to accomplish this trick is to embed the video into a Movie Clip because filters can be applied to Movie Clips.

One caveat: If you do embed a video, make sure it is a short one. Macromedia is also playing "What if..." games. If any of you have seen the company's "Sneak Peeks," you'll see a video demo that shows Video with an alpha channel, playing over a video without one. At the recent FlashForward in New York, Kevin Lynch, Executive Vice President and Chief Software Architect, showed this technique. The guy sitting next to me leaned over and says, "That is slick." I agree.

Though much of the attention is on the encoder, the built-in Video Import Wizard has also undergone a complete overhaul. In MX 2004 the process was a bit mysterious and convoluted. In this version, the entire process is reduced to two succinct screens that lead into the Encoder. The Import process starts with a new menu item: Import>Import Video....

The first screen that opens essentially asks you where the file is located. Once the path--local or remote--is identified, the next screen shows how the video is to be deployed. Pick one of the five choices and click "Next" to open the Video Encoder.

### Many Beneficiaries

The Flash guys aren't the only ones who will benefit from the Video revolution; Dreamweaver users are also able to get in on the party. If you select Insert>Media>Flash Video in Dreamweaver 8, for example, you are in for a rather pleasant surprise: The Macromedia Video Kit is now a part of Dreamweaver 8 and you get to choose the skin for the player.

If you are a real Flash nut, you can even build your own skin for the Dreamweaver player and use it in place of the default players. Just keep in mind, that for this feature to work in Dreamweaver 8, the FLV files must be located in the site's root.

This overview just covered the major features of the new Flash Video

features. If you are considering the use of video on your site, it just got easier and more accessible. Over the past year I have been speaking at many conferences. One of the subjects I talk about is entitled "Flash Video for the Rest of Us". The new video features of Flash 8 Professional will require that I rename the presentation: "Flash Video For Everyone!" ☺

figure 5



figure 6



figure 7



figure 8

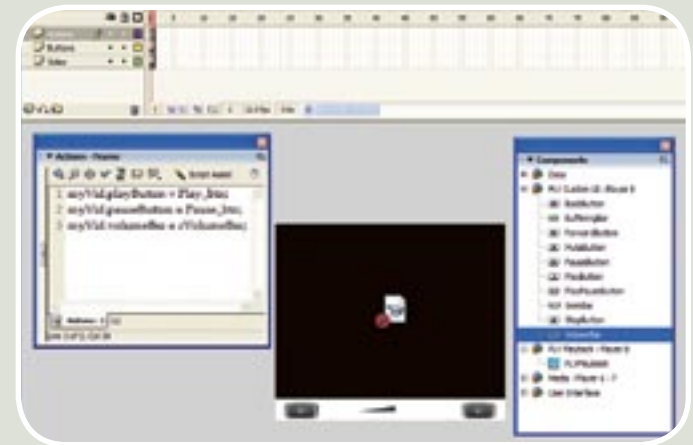


figure 9



Teacher, author, chief cook and bottle washer. Instructor at Humber College's School of Media Studies in Toronto, Tom Green is also the author of Building Web Sites with Macromedia Studio MX and Building Dynamic Web Sites with Macromedia Studio MX 2004. Both are published by New Riders. tgreen17@cogeco.ca



## MAX is Angela Buraglia.

Angela Buraglia is a web developer and work-from-home mom who somehow finds time to co-author technical books, including her latest **Dreamweaver MX 2004 Killer Tips**. She is one of thousands of leading designers and developers that will gather at MAX 2005 this October to learn new skills, explore emerging technologies, share techniques with peers, and put exciting new ideas in motion.

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# Flash 8

## The Evolution of Flash

**F**lash is one of the great Internet technology stories. It began in 1995 at a small tech startup called FutureSplash, which developed a remarkably efficient solution for delivering rich animation over narrowband Internet connections. Macromedia acquired FutureSplash in 1997 and established Flash as the standard for creative and dynamic interactive web content.



Flash quickly became synonymous with creating compelling experiences that attract and retain customers on the web. Its immersive content, featuring motion graphics and responsive interfaces, brought the web to life in a way that HTML could not. As the Flash player and authoring tool grew in popularity and distribution, a platform has emerged, taking advantage of the core client technology in the Flash Player.

Today, the Flash Platform delivers the most effective experiences for rich content, applications, and communications across browsers, operating systems, and devices. It provides the foundation for complete solutions, such as the Macromedia Breeze web communications application. The Flash Platform fits into existing enterprise infrastructures and is complementary to server side technologies like J2EE and .NET. The Flash Player published, and over 100 ISVs have developed software to work with the platform.

The Flash Platform consists of a ubiquitous runtime environment, robust tools to create content and applications for the runtime, experience servers for deploying Rich Internet Applications and content to the runtime, and a set of advanced programming models, application frameworks, languages, smart components, and guidelines. Both designers and traditional application developers can create content and applications for the Flash Platform using a variety of tools and services from Macromedia and other firms.

Macromedia Flash has brought motion and responsiveness to an otherwise flat browser world. With the release of the Macromedia Flash 8 authoring tool and client, Macromedia Flash continues to bring innovation and creativity to digital devices worldwide.

## Introducing the Flash 8 Product Line

Flash is the industry standard for creating and delivering effective rich interactive content across desktops and devices. This reviewer's guide covers the recent advancements in the Flash 8 product line for:

- Flash Player 8
- Flash Professional 8 (including the new Flash 8 Video Encoder)
- Flash Basic 8

Flash enables creative professionals to integrate animation, video, text, audio, and graphics into engaging user experiences that span a wide variety of digital devices, from desktops to mobile phones. Flash is used to power great experiences for interactive marketing and presentations, rich media advertising, e-learning, entertainment, business applications, interactive video experiences, and more. Used by over 1.5 million creative professionals worldwide and with an audience of over 560 million users across the web, Flash is the world's most pervasive software platform. With advanced support for Internet standards such as XML, web services, ECMAScript, and web accessibility, Flash fully leverages existing technologies and infrastructure.

As the power and flexibility of the Flash platform has increased, so has the product line. Today, Flash is used by a wide array of creative individuals, from occasional users who find Flash Basic 8 perfect for web graphics and animation, to the professional designer or developer who uses Flash Professional 8 for its creative tools, authoring power, flexibility, and rich video capabilities. Both editions of Flash provide full support for the Internet's most widely distributed rich client run-time, Flash Player 8. Flash Player 8, the most significant release of the Flash Player since its introduction, will provide unparalleled creative options for web professionals. Removing awkward download pop-ups, the new Flash Player 8 has a seamless and efficient auto-update feature that manages the Player download process "invisibly," guaranteeing very fast rapid adoption of the client. This enables Flash 8 developers to immediately take advantage of stunning performance improvements and visual expressiveness never before seen on the web

## Flash Professional 8

Flash 8 Professional is the most significant release since the introduction of Flash — the industry's most advanced authoring environment for creating interactive websites, engaging digital experiences, and high-impact mobile content. Consisting of all the features in Flash Basic 8, Flash Professional 8 provides advanced Flash developers everything they need to build the most compelling digital content. Whether the design is for

high-quality motion graphics and animations, or developing complex interactive applications, Flash Professional 8 provides a rich set of tools and workflows completely optimized for the professional Flash user.

- Interactive content designers can express creativity in incredible new ways with breakthrough motion graphics capabilities, powerful run-time effects, and advanced animation tools for exploring creative ideas with pixel-perfect control and precision.
- Video professionals can easily design, encode, and deploy customized interactive video using the new high-quality Flash Video features.
- Professional Flash users can create great-looking content with minimal file size and superior quality using the new text rendering engine, video codec, and extensive performance optimization features.
- Mobile content developers can use Flash Professional 8 to design, build, and test content using the advanced authoring environment and interactive mobile emulator for deploying content to mobile phones.

## Flash Basic 8

Flash Basic 8 is a subset of Flash Professional 8 and includes all the core functionality needed to design simple motion graphics and interactivity for delivery to the Flash Player. It is the affordable authoring environment designed for the aspiring professional.

For developing more advanced, rich interactive content, interactive video experiences, or mobile content, Flash Professional 8 is the necessary tool.

With Flash Basic 8:

- Add life to content. Enjoy precise control over designs by combining animation capabilities with powerful vector and bitmap tools.
- Share creativity with everyone. Reach a worldwide audience consistently by leveraging the Flash Player, the most widely distributed run-time client.
- Engage the audience. Build interactive content that pulls the audience in. Create even richer content that evokes reaction using ActionScript, a powerful and advanced Flash scripting language.



# “As the power and flexibility of the Flash platform has increased, so has the product line”

## Flash Player 8

Flash Player is the highly expressive, ubiquitous runtime environment for interactive content and applications that look and run identically on all major platforms and web browsers. Integrate a broad array of media types with advanced interactivity and compositing for seamless experiences, and leverage ActionScript code to build sophisticated data-driven applications. Flash Player 8 offers unprecedented performance in a light-weight secure runtime, featuring a spotless security track record over nine years and eight major versions. Installed on over 500 million desktops, the Flash

Player is the most ubiquitous runtime on the web today.

Flash Player 8 delivers the following new advancements:

### High Performance

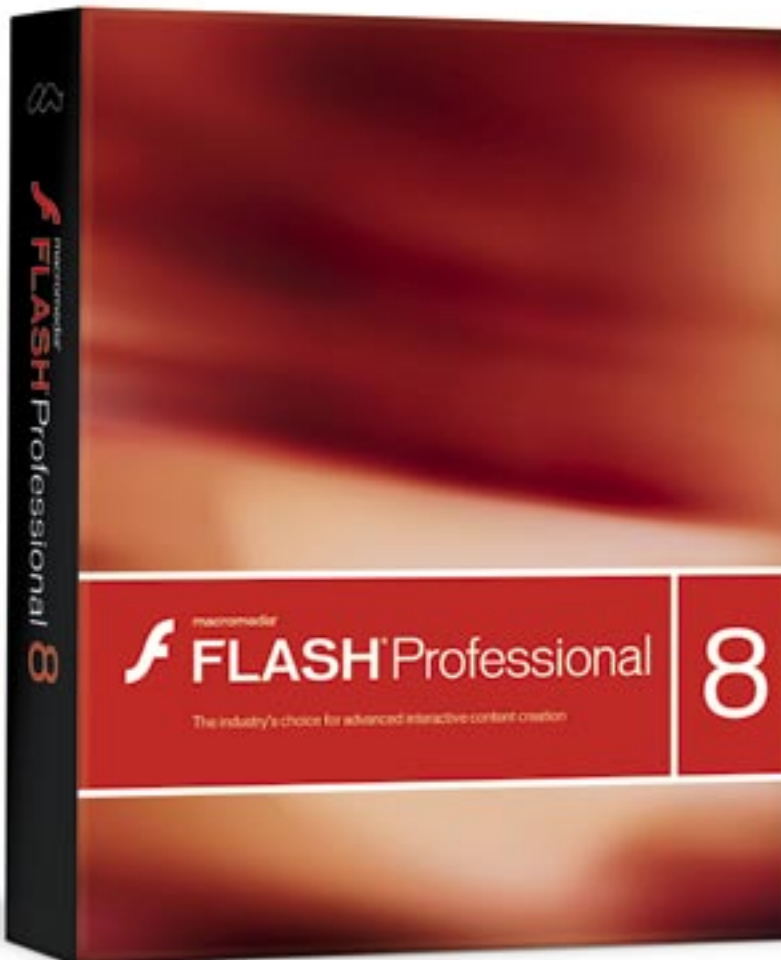
- Dramatically improved rendering performance achieved through more efficient, cached representations of vector graphics
- Faster, smoother scrolling of large text blocks improves readability and responsiveness
- Faster, smoother video playback in Flash Player for existing video content
- Optimizations for better cross-platform performance

### Highly Expressive

- Dramatic new creative possibilities through real-time dynamic effects processing, including built-in common filters such as blur, drop shadow, glow, bevel, gradient glow, gradient bevel, displacement map, convolution, and color matrix
- Powerful ActionScript methods for manipulating raw graphics and creating custom effects
- Near-DVD-quality video at much lower bandwidth with the new On2 VP6 video codec
- Innovative media compositions using support for 8-bit video alpha channels
- Advanced anti-aliasing text rendering engine for crisp and clear text at all font sizes and on all platforms
- More dynamic creative compositing options with sophisticated blend modes such as multiply, screen, lighten, darken, difference, invert, add, subtract, alpha, and erase
- Dynamically import more media types into content, including GIF, progressive JPEG and PNG
- Get razor-thin, single-point lines and add gradients to strokes
- Design and implement faster and more streamlined scalable graphics for components through 9-slice scaling
- More flexibility and freedom when working with radial gradients
- Higher-fidelity rendering of imported graphics

### Ubiquity

- Provide website visitors with a friendlier, more seamless installation experience
- Improved automatic updating of existing users to the latest Flash Player technology
- Sample code and guidelines for delivering the best installation experience possible to web visitors



# 10 Benefits of 8

## Multi-Platform

- Create content and applications experiences that are identical across a range of web browsers and platforms
- Expanded support for international Input Method Editor (IME) features enables better Asian-language applications
- Develop more integrated hybrid HTML and Flash experiences via the powerful new plug-in API supported in the latest web browsers

## Secure

- Enhanced local file security model safeguards sensitive data on the client
- Guaranteed authenticity of Flash Player update and installation payloads
- Easy-to-use privacy controls allow end-users to safeguard their browsing experience

## Flash Video Encoder

Included with Flash Professional 8, the Flash 8 Video Encoder allows users to take full advantage of the Flash Video file format. Designed for video professionals, the capabilities of the encoder include a full suite of advanced options for encoding video to the new, high-quality VP6 codec introduced with Flash Player 8, or the Sorenson codec supported by Flash Player 6 and above.

The Flash 8 Video Encoder includes:

- **Batch processing:** Batch process videos, even on a dedicated encoding workstation.
- **Alpha channel:** Using the new On2 VP6 codec, encode an 8-bit alpha channel in videos for real-time compositing on top of any other Flash content.
- **Embedded cue point editor:** Scrub video timelines and insert cue points with custom metadata throughout any project.

## Flash Integration with Other Technologies

### Flash 8 and Dreamweaver 8

Flash and Dreamweaver together provide a complete development solution for creating robust web sites and rich Internet applications. Flash is the fastest way to create interactive user interfaces, while Dreamweaver offers a robust development environment for integrating Flash content with entire websites and application logic.

Top integration features include:

- **Flash Video:** Adding Flash Video to sites is drop dead simple. Using a dialog-driven, five-click process in Dreamweaver, integrate video into sites and customize its presentation. Use Flash Professional for deeper customization and for adding interactivity. Batch encode digital video with the Flash 8 Video Encoder (available only with Flash Professional and Studio).
- **Seamless integration of XML data:** Design visually rich front ends to XML-based data using Dreamweaver and Flash. Within Dreamweaver, simply point to an XML file or live data feed and Dreamweaver will introspect it. Then just drag, drop, and style the content onto any page. Jump into code view to develop and maintain XML. In Flash, consume XML data created in Dreamweaver using a variety of methods, including the easy-to-use XMLConnector component, which simplifies the task of connecting to, parsing, and binding XML data at run-time.
- **Launch and edit:** Seamlessly launch and create or edit content in either Macromedia Flash or Dreamweaver; changes are automatically saved and versions are synchronized.

1

## Control professional design effects at run-time while ensuring great performance

Not only does Flash Professional 8 provide a rich suite of design effects such as drop shadow and blur, but it also controls these advanced graphic effects at run-time. Dynamically adjust the properties of graphic effects using either the visual interface or an intuitive ActionScript library, resulting in customized user experiences with great performance and small file sizes.

2

## Produce more compelling animations

Create compelling 2D animations with the tool that brought animation to the Web. With its famous frame-based timeline, use traditional animation concepts like keyframes and tweens to create engaging motion graphics. Enjoy greater control of animations than ever before with the new custom easing feature, which visually controls all properties of a motion tween.

3

## Expand Flash development to mobile

Use Flash Professional 8 to design, build, and test content using the advanced authoring environment and interactive mobile emulator in Flash Professional for deploying content to mobile phones running the Flash Lite Player.

4

## Use a powerful, full-featured scripting language

Engage audiences in the experience. ActionScript 2.0, the programming language for Flash Player, is familiar to anyone experienced with JavaScript in web browsers. Build incredibly powerful, interactive content and allow end users to customize user interfaces and other interactive elements. Make content dynamic and minimize file size by programmatically controlling motion and data. Do everything from simple timeline control to advanced application development using ActionScript 2.0.

5

## Script with ease

The new release of Flash includes an improved script editor with a visual interface to make scripting easier. Formerly called 'normal mode' the new and improved 'script assist' feature empowers designers to add interactivity to content using ActionScript.

6

## Take video where it has never gone before

Take advantage of the most widely deployed video platform on the Internet. Flash Player is installed on nearly twice as many desktops and devices as any other video player. Quickly and intuitively add video to designs and custom interfaces using easily skinnable, light-weight video components. Integrate workflow with leading video editing and encoding tools and render video directly to the Flash Video (FLV) format. Batch process large volumes of videos on a dedicated machine using the new Flash 8 Video Encoder.

## 7

**Deliver state-of-the-art text rendering**

Gain precise control over anti-aliasing and deliver crisp, clear, high-quality text with one of the best text rendering engines available—the new FlashType text engine. Flash Professional 8 also includes presets for font rendering; providing optimizations for animated text versus higher-quality static text. The rendering engine makes text look extraordinarily clear, even with small font sizes.

## 8

**Enjoy precise control over vector shapes**

Flash 8 dramatically improves quality and control over vector shapes. Adjust caps and joins, apply gradients to strokes, control the focal point of a radial gradient, choose from different overflow modes, and draw shapes like other design tools such as Adobe Illustrator and Macromedia FreeHand.

## 9

**Work more efficiently**

Flash Professional 8 includes more small usability enhancements than any prior release. Enhancements that add up to a better experience include: choose between global undo or object-level undo; make better use of screen real estate using tabbed panels; consolidate multiple library panels into a single, flexible library panel; expanded pasteboard; document tabs to the Macintosh version of Flash; and a long list of other enhancements.

## 10

**Dramatically improve run-time performance**

Deliver more compelling graphical content without a major impact on performance using the new cache as bitmap feature of the Flash Player 8. By selecting this option in the property inspector or setting it via ActionScript, any movie clip symbol can be converted to a bitmap dynamically at run-time, freeing up processor cycles traditionally spent on recalculating vector shapes every frame. Plus, vector data is always maintained so movie clips can revert back to their original form at any time during playback.

- **Preview Flash files in Dreamweaver:** The play/stop button on the Flash property inspector enables previewing a Flash movie in the Dreamweaver document window at authoring time for optimal layout and design.
- **Delineate Flash parameters in Dreamweaver:** Delineate any set of parameters for Flash files within Dreamweaver with the property inspector.

**Flash 8 and Fireworks 8**

Fireworks offers Macromedia Flash developers a roundtrip workflow between their bitmap production environments and Macromedia Flash. Although Fireworks exports custom HTML for many popular HTML editors, the tight integration between the two Macromedia tools makes Fireworks ideal for combining optimized bitmap graphics with vector-based Macromedia Flash websites.

You can easily import, copy and paste, or export Fireworks vectors, bitmaps, animations, and multistate button graphics for use in Flash. Launch-and-edit functionality also makes it easy to edit Fireworks graphics from within Flash.

Top integration features include:

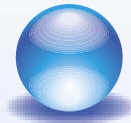
- **Import Fireworks PNG files to Macromedia Flash:** Directly import native Fireworks PNG files into Flash. Vectors, shapes, lines, layers, and guides remain editable, and intuitive tools add sophisticated interactivity, effects, and animation. Maintain and take advantage of existing creative assets when importing Photoshop PSD files into Fireworks and save them as layered PNG files for importing into Flash.
- **Export Macromedia Flash SWF files from Fireworks:** Fireworks can export native Flash movies. Create animated GIF ad banners and export them as compact SWF files. Copy and paste Fireworks vectors, and quickly repurpose graphics by copying and pasting their paths directly into Flash.
- **Launch and edit in Fireworks:** Click the edit button in the property inspector to launch the original Fireworks file or bitmap image; changes will automatically update in Flash.
- **Create custom commands and panels for Fireworks in Flash:** Use Flash to create SWF movies in JavaScript and then reuse them as Fireworks commands or panels of commands. The align panel in Fireworks was first built by a customer in Flash then imported as a panel for Fireworks.
- **Mobile interface development:** Mock up mobile interfaces quickly with bitmap interface components in Fireworks then export to Flash to add interactivity. Use Flash Professional 8 to design, build, and test content using its advanced authoring environment and interactive mobile emulator for deploying content to mobile phones.
- **Preserve graphical elements and color consistency:** Vector attributes, such as fills, strokes, filters, and blend modes are preserved when moving objects between Flash and Fireworks. Fireworks recognizes ActionScript color values when copied from Flash and pasted into Fireworks color value fields. ∞

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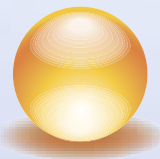


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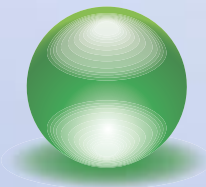
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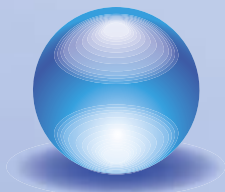
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# Fireworks 8

An Integrated Solution for Web Graphics

**U**ntil the introduction of Macromedia Fireworks in 1998, no single application had been dedicated to creating, optimizing, and exporting web graphics. Instead, we had to use several applications that did not play well together.

Until the introduction of Macromedia Fireworks in 1998, no single application had been dedicated to creating, optimizing, and exporting web graphics. Instead, we had to use several applications which did not play well together.

Fireworks 1.0 offered a new approach: a single tool that supported the entire web graphics workflow from start to finish. Although Fireworks has the ability to produce HTML, its best features are optimization and file export. The ability to export portions of design, such as rollover buttons with JavaScript, makes Fireworks a powerful web graphics application.

With each new release of Fireworks we see new tools to make our jobs even easier. Using an application that was built from the group up to be a web graphics tool only, really shows! In this article we'll be exploring some of these new features added to Fireworks 8.

## Introducing Fireworks 8

Fireworks 8 is the best solution for creating and optimizing web images with precise control. The optimization tools in Fireworks enable users to strike the balance between maximum image quality and minimum compression size. One huge advantage Fireworks 8 has is that it integrates seamlessly with Dreamweaver, Flash and other Studio 8 applications. This saves a ton of time and makes roundtrip editing a breeze. When I have an image in Dreamweaver and decide I want to "tweak" it. No problem, click the Fireworks icon, Fireworks opens, I make the edit, click Done and whalla—the image is repaired and I'm back in Dreamweaver! What a timesaver. Best of all, you can create professional quality web graphics and animations, such as rollovers and pop-ups, without programming skills.

## Who Needs Fireworks 8?

Macromedia Fireworks 8 is used by web designers, graphic designers and developers to create and optimize graphics for the web. Fireworks 8 serves customers who are looking for an integrated, easy-to-use solution for web graphics. Fireworks 8 will also appeal to a new range of users, including non-linear video editors looking to create, encode, and bring video online, as well as traditional graphic designers looking to expand their print skills to digital design.

## The Fun Stuff

What I'm sure you all really want to know—what's new and exciting about Fireworks 8? Save time and effort with the many refinements made to common tasks.

### Optimization

- There is a new panel (Image Editing) which contains the entire image editing tools in one location.
- New support for ActionScript and CSS (Cascading Style Sheet) formats allow Fireworks to work even more efficiently with Dreamweaver and Flash.
- Support for new file formats, new panels, and dramatically streamlined workflow optimize both time and images.

### Workflow

- CSS (Cascading Style Sheet) pop-up menus! This is a much awaited for improvement in the Fireworks pop-up menus.
- Vector compatibility—preserve vector attributes when moving from Fireworks to Flash.
- Polygon slices for a polygon path.
- Fireworks recognizes ActionScript color values when copied from Flash and pasted into Fireworks color value fields.
- Save as command to save bitmaps to different file types.

### Create Without Complexity

- 25 new blend modes
- Perspective shadow—add a perspective shadow to open paths and text objects
- Solid shadow—a new live filter that stamps the object it is applied to.
- Mobile interface components—mock up mobile interfaces quickly with bitmap interface components.
- New sample buttons, cool animations, themes (backgrounds and matching buttons) and bullets
- AutoShape properties panel—used to modify AutoShape properties.
- Live marquee and convert selections—very cool. Make a selection and convert it into a path!
- Layers with text are automatically named by the text typed in them.
- Special characters panel—easy access to characters such as copyright symbols and other special characters.
- Reshape text on a path—now you can edit a path even after text has been attached.

## Workflow Improvements

- Recently used fonts now appear at the top of the font menus.
- Save multiple selection—you can save, restore, name and delete multiple marquee selections within PNG files
- Autosave is automatically saved more frequently
- Group consecutive nudges—treated as one move.
- Improved tablet support.
- Lock on a per-object basis in the Layers panel.

## Fireworks 8 and Dreamweaver 8

The tight integration between Dreamweaver and Fireworks offers the best solution for rapid website development (see Dreamweaver sidebar).

## Fireworks 8 and Flash 8 Integration

Fireworks offers Macromedia Flash developers a roundtrip workflow between their bitmap production environments and Macromedia Flash. Fireworks is ideal for combining optimized bitmap graphics with vector-based Macromedia Flash websites.

You can easily import, copy and paste, or export Fireworks vectors, bitmaps, animations, and multistate button graphics for use in Flash. A button symbol made in Fireworks can be dragged to Flash and it becomes a Flash button! Launch-and-edit functionality also makes it easy to edit Fireworks graphics from within Flash (see Flash sidebar).

## Fireworks 8 and Adobe Photoshop

Fireworks provides excellent support for importing native Photoshop (PSD) files, with options for retaining many aspects of the imported files, including layers, masks, and editable text.

Bring Photoshop images into Fireworks for further editing and web optimization without losing the ability to export the images back into Photoshop.

Maintain and take advantage of existing creative assets when importing Photoshop PSD files into Fireworks and save them as layered PNG files for importing into Flash

## Fireworks 8 and Macromedia Director MX

Safely export sliced images with rollovers and even layered images. Director



“Fireworks 8 is the best solution for creating and optimizing web images with precise control.”

users can take advantage of the optimization and graphic design tools of Fireworks without compromising quality.

Fireworks 8 and other vector graphics applications

Fireworks can share vector graphics with other vector graphics applications, such as Adobe Illustrator. In Fireworks, exporting and importing vector graphics is a breeze, whether designers are using Macromedia FreeHand, Adobe Illustrator, or another illustration tool.

### Fireworks 8 and Other HTML Editors

Fireworks generates HTML that can be read by all HTML editors and it can also import HTML content. This is a powerful feature, allowing opening and editing of most HTML documents within Fireworks.

### Fireworks 8 and CSS

Cascading Style Sheets (CSS) provide added control over how web pages are displayed. CSS layers define how different elements, such as headers and links, should appear. Fireworks users can export HTML as CSS layers to create interactive pop-up menus.

### Fireworks 8 and JavaScript

Fireworks 8 can understand and execute JavaScript, allowing advanced users to automate complex tasks by writing JavaScript commands and then executing them in Fireworks. Control nearly every Fireworks command or setting through JavaScript using standard JavaScript commands that Fireworks interprets:

- Command scripts are saved as JavaScript. Open and edit commands in any text editor, such as Dreamweaver, Notepad (Windows), or TextEdit (Macintosh).
- Reduce the tedium of repetitive tasks by writing JavaScript commands to run within Fireworks. Control nearly every command or setting in Fireworks through JavaScript.
- Create custom Fireworks panels by designing and coding in Flash ActionScript and exporting as a SWF movie. If dropped into the command panel's folder, the movie will appear as a panel in the Fireworks window menu.

### Conclusion

Fireworks 8 has some really exciting new changes. The improved integration with Flash is great. Some of my favorite new features are the Marquee selection to path option and text objects being automatically named by the text. A very important change is the new pop-up menus. They are now CSS based—you've got to check them out! This feature alone makes the upgrade worth it. If you've ever used the Red Eye tool, then you'll be pleased with the improvements there as well.

New fancy tools are always great but don't overlook the usability enhancements. Easier saving, opening and exporting really saves time. Fireworks remembers the last folder you've used. Other enhancements such as putting the last used font on the top of the list sure saves time as well as putting all the image editing tools in one easy to access panel.

If you've never used Fireworks before—then what are you waiting for? This is by far the BEST application out there for working with and producing web graphics. Its integration with the other Studio 8 applications and more, make Fireworks the perfect choice for creating your web graphics and even client comps (site samples)! ☺

Joyce J. Evans is a training veteran with over 10 years of experience in educational teaching, tutorial development, and Web design. She has presented at conferences such as Macromedia MAX 2003 and TODCON and has authored books including *Macromedia Studio MX 2004 Bible*, *Dreamweaver MX 2004 Complete Course*, and others ([www.JoyceJEvans.com](http://www.JoyceJEvans.com)), [joyce@joycejvans.com](mailto:joyce@joycejvans.com)





# Dreamweaver Integration

1

## **CSS pop-up menus**

Fireworks 8 uses CSS (Cascading Style Sheet) format to create interactive pop-up menus. The result is clean and easily customizable code that integrates well with sites built in Dreamweaver. Once integrated, use the powerful new CSS panel in Dreamweaver to quickly modify the presentation of the CSS.

2

## **Integrated Dreamweaver graphics editor**

Leverage Fireworks technology to provide basic image manipulation and editing directly within Dreamweaver. Crop, resize, and resample images without leaving the Dreamweaver environment.

3

## **Roundtrip table editing with Dreamweaver**

A designer can output a set of nested tables containing sliced graphics from Fireworks and pass it to a developer, who can edit the tables in Dreamweaver. The developer can then pass the tables back to the designer, who can edit the graphics files and update the tables without overwriting the developer's custom code.

4

## **Launch and optimize/edit**

Double-click on a graphic in Dreamweaver to instantly launch Fireworks for fast editing; single-click to make simple edits without leaving Dreamweaver. Post edits to the web graphic (JPEG or GIF) or to the source image. To optimize site graphics for fastest download, choose optimize image to launch the Fireworks optimization engine.

5

## **Export as Dreamweaver library from Fireworks**

Create a set of common graphics elements such as pieces of a navigation bar, and save them as library items. When exported from Fireworks, these items will automatically appear in the Dreamweaver library. To edit a Fireworks-originated library item, edit the original PNG and re-export it to the Dreamweaver site folder. Dreamweaver will prompt with an option to update the library item and propagate the changes site-wide.

6

## **Export layers, slices, or frames as absolute positioned Dreamweaver CSS layers**

Create Fireworks graphics and place them on a page comp, then export the layout, including the graphics, to Dreamweaver using CSS layers. Keep the existing Fireworks layout in Dreamweaver, and easily reposition the CSS layers.

7

## **Integrate native behaviors**

In Fireworks, create rollovers and JavaScript effects. Then, import the graphics and code into Dreamweaver where the behaviors are recognized and editable as native Dreamweaver code.

8

## **Auto-insert HTML and graphics**

Import graphics, JavaScript, and HTML created in Fireworks directly into Dreamweaver with the one-step insert Fireworks object operation. Dreamweaver will import code created by Fireworks while maintaining precise placement, links, and other image properties.

# Flash Integration

1

## **Import Fireworks PNG files to Macromedia Flash**

Directly import native Fireworks PNG files into Flash. Vectors, shapes, lines, layers, and guides remain editable. Maintain and take advantage of existing creative assets when importing Photoshop PSD files into Fireworks and save them as layered PNG files for importing into Flash.

2

## **Export Macromedia Flash SWF files from Fireworks**

Create animated GIF ad banners and export them as compact SWF files. Copy and paste Fireworks vectors, and quickly repurpose graphics by copying and pasting their paths directly into Flash.

3

## **Launch and edit in Fireworks**

Click the edit button in the property inspector to launch the original Fireworks file or bitmap image; changes will automatically update in Flash.

4

## **Create custom commands and panels for Fireworks in Flash**

Use Flash to create SWF movies in JavaScript and then reuse them as Fireworks commands or panels of commands.

5

## **Mobile interface development**

Mock up mobile interfaces quickly with bitmap interface components in Fireworks then export to Flash to add interactivity. Use Flash Professional 8 to design, build, and test content using its advanced authoring environment and interactive mobile emulator for deploying content to mobile phones.

# And My Magic 8-Ball Says...

*Divining Director's future with Adobe in the picture*  
by andrew Phelps

Director has three things going for it that are unique in both the Macromedia and Adobe product lines: Imaging Lingo (or JavaScript), Shockwave 3D, and DVD support

It's the middle of summer, and it's particularly hot this year. I suppose the same could be said of multimedia content tools. I've seen a ton of new products this year, each of which looks interesting in its own way. In prepping for this issue, our editor-in-chief asked each of us to do the impossible: predict where our products will be going given the merger of Adobe and Macromedia. Well, let me be the first to tell you, I don't have a clue, but I can make some educated guesses. Through several contacts at Macromedia and others in the industry, as well as my own work, I'm going to attempt the impossible: gaze deeply into my crystal ball and predict the future development of software in a volatile marketplace. Wish me luck!

## Director Isn't Going Anywhere

I'm sure that by the time you read this, Studio 8 will have launched, and it

won't contain Director bundled in. This will spark a series of e-mail-threads and bulletin-board topics about "Director is Dead! No, really, this time it is! See?!?" At last count, Director has died at least six times. The truth is, there are plans for a next release, with some significant feature development.

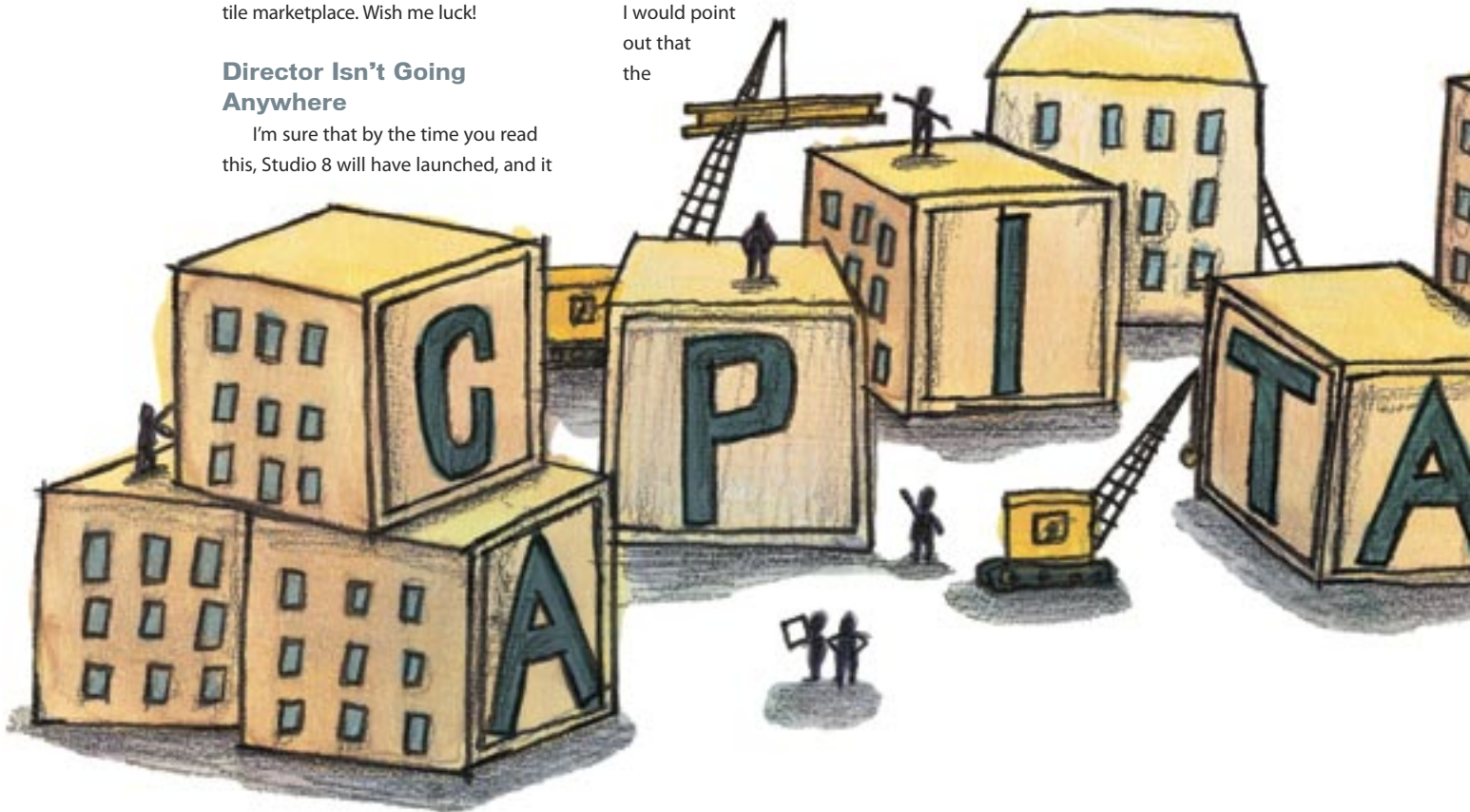
## Future Directions Are Being Discussed

It was done quietly, but then publicly announced that Macromedia had formed a Director Advisory Council (DAC) composed of users who have used the product at various levels. Most of them have been using Director for a long time, and have some idea of where they'd like to see it go. Macromedia has also been making on-site visits to customers to understand their needs and their Director-related wish lists better. If you feel your voice is critical to this discussion I would point out that the

DAC is composed primarily of folks who have been involved in Director beta programs. So if you want to participate you should become a beta tester and then apply to participate at <http://www.macromedia.com/support/programs/beta.html>. For more information on the DAC, see Tom Higgins' blog at <http://weblogs.macromedia.com/thiggins/archives/general/index.cfm>. He's Director's technical product manager. Take the opportunity to get involved in the community!

## What About Adobe?

Ahhh, yes, Adobe, the great unknown. What will Adobe do with / for / about Director? I've read just about every opinion out there so far: "Adobe will kill it!" "Adobe will save it!" "Adobe will merge it with Flash!" I think the thing to do in this situation is to look at history. What does Adobe's product line-up



have now, and how does Director complement it? Currently Director has three things going for it that are unique in both the Macromedia and Adobe product lines: 1) Imaging Lingo (or JavaScript), 2) Shockwave 3D, and 3) DVD support.

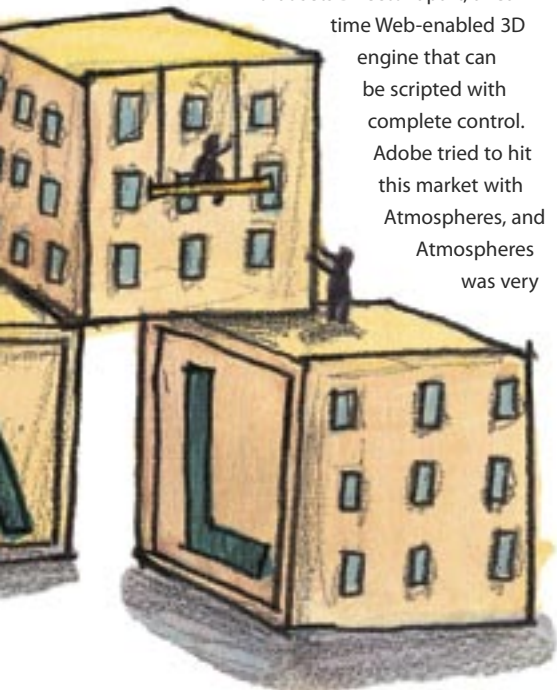
## Imaging

So let's look at each of them. First off Imaging Lingo. It doesn't seem like the most glamorous of features, but real-time image manipulation enables a great deal of interactive feature development. This is why Flash8 has new imaging features. Some say that makes Director less important, but from what I've seen so far the two products actually complement each other quite well. Not nearly all of the ink effects in Director are implemented in Flash. Likewise, Flash has some new stuff that I can't wait to get my hands on like filters, blend modes, advanced gradients and FlashType. I predict that we'll see some incredible imaging apps that harness the power of Flash plus Director.

Now where does Adobe come into play? Imagine using the programming power of Actionscript and JavaScript to manipulate pixels and the like in Photoshop documents or specific Photoshop layers. I predict that support for .psd files will be infinitely improved soon (no big leap of faith there) – and that programmatic control of the format through Director and Flash will enable some really great imaging stuff.

## Shockwave 3D

Next up, Shockwave3D. It's truly the feature that sets Director apart, a real-time Web-enabled 3D engine that can be scripted with complete control. Adobe tried to hit this market with Atmospheres, and Atmospheres was very



interesting, although it didn't succeed. It was unique in attempting to give people a template for creating Web 3D – all you had to do was drag pre-built pieces into place. Shockwave3D is often criticized for going too far the other way and being too oriented to the programmer, not the designer. If these two products come together somewhere in the middle, I predict we'll see what could be the most complete solution to 3D authoring for the Web. There's an interesting twist on this discussion in that Adobe may not have been considering Director when it acquired Macromedia, but it now probably has the best-known and most widely recognized Web 3D content creation tool on the market today. The market, as they say, is "theirs to lose." Competition is there, and gaining steadily, but currently Shockwave's install base dwarfs its rivals. I'm giving Adobe the benefit of the doubt in recognizing this opportunity for what it is. Embedding interactive 3D directly into PDF documents would personally help me out to a degree I can't even express – there's a market for that as well, mark my words.

## DVD Authoring

Finally there's DVD authoring. Adobe has products that do a better job authoring DVD's core, from film production to the Encore product line that deals with formatting and compression. Combining Director's support for menuing and its interactive driven interface with Adobe's digital video tools is clearly a win.

## The Future

It's odd trying to predict a product's future, particularly bring a developer. I've been around the block enough to know that I'll be wrong at least half the time, because I don't think like a business analyst. But from the developer's standpoint, Director still has a lot to offer. Ironically, Adobe, with its Hypercard history, may be in a better position to recognize this than Macromedia. I create content in Shockwave 3D every day that I couldn't do in any other package, and would take me roughly 10 times as long to build from scratch in C/C++. There's an asset there, and beneath all the Studio hype and all the glamorous announcements about the merger, I'm actually feeling pretty positive about the future of our beloved product. And having met some of the Macromedia team, I predict that our little environment will live on, and be enhanced in the future. ∞

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**MEDIA**



# Contribute 3

Contribute 3 provides powerful control for professional Web designers and developers, allowing them to maintain, distribute, and control Web site content while empowering content owners to participate in the Web editing process. Contribute keeps content fresh by enabling content owners and subject matter experts to maintain and update specific areas of a Web site. Web professionals can ensure Web site integrity by controlling and monitoring Web editing rights for all content contributors, allowing them to focus more on strategic design and development projects and less on daily content maintenance. Add-on products, including Contribute Publishing Services and the Web Publishing System, provide Web professionals and IT managers with the scalable, central control they need to deploy to the enterprise.

Organizations large and small can keep Web sites up-to-date efficiently, allowing business workers to safely update content while Web professionals focus on technical work.

## Introducing Contribute 3: Web Publishing for Everyone

Macromedia Contribute 3 redefines Web publishing, making it an everyday, everybody activity. This release meets the full spectrum of needs for content contributors, Web professionals, and, now, IT

administrators. All organizations can realize the power of distributed Web publishing without technical obstacles. With robust administrative controls and full support for Web standards, Contribute 3 works with all HTML Web sites and is a key element of the new Macromedia Web Publishing System.

## What's New in Contribute 3

- **Maintain and control:** Web site administrators can segregate publishing roles for named users and groups, assigning access to different sections of the Web site and defining what changes can be made. Administrators can also control file naming conventions, the location of new dependent files, the size and quality of images, and the number of page versions available for roll-back. With new shared assets, common design elements and Dreamweaver library items can be centrally managed to safely empower business users. Every Contribute action can be logged with optional server-based Contribute Publishing Services.
- **Review and approvals:** Contribute 3 enables users to easily send Web content to others for review before publishing it live on the Web. This system has unparalleled ease of use and does not require predefined workflows. Administrators can define which users have publishing permissions and which users can only edit and send pages for review – controlling who can publish content and who can only edit content and send it to others to push live.
- **Enhanced editing capabilities:** In addition to continued support for Dreamweaver templates, this new release incorporates the Dreamweaver engine with full support for Cascading Style Sheets (CSS) rendering. Contribute 3 includes built-in image editing using Fireworks technology to create Web-ready images. Video files can be directly inserted into Web pages. The new external editing feature allows Web professionals

## Control Web site content by charles e. brown

to move easily between Contribute and any external HTML editor (such as Dreamweaver) for technical review of pages before publishing or directly accessing page code.

- **Customizable and extensible:** All activity in Contribute 3 (e.g., edit, send, publish) generates notifications using Web services, enabling a wide range of server-side application development. Administrators can create custom installers based on MSI technology to easily deploy Contribute and extension updates direct to desktops throughout the enterprise.

## Top 10 Reasons to Buy Contribute 3

1. **Employ administrative controls designed for ultimate management:** Web site administrators can segregate publishing roles for named users and groups, assigning access to different sections of the Web site and defining what changes can be made. With new shared assets, common design elements and Dreamweaver library items can be centrally managed to safely empower business users. Administrators can also control file naming conventions, the location of new dependent files, the size and quality of images, and the number of page versions available for roll-back. Every Contribute action can be logged with optional server-based Contribute Publishing Services.
2. **Increase the value of Web sites by keeping them up-to-date:** Web site administrators can now empower content contributors to instantly update and edit Web content while protecting overall Web site design and integrity. Rapid content updates means organizations can communicate more efficiently and give stakeholders access to the latest information. Contribute and Dreamweaver users can now work together seamlessly, eliminating bottlenecks and keeping Web sites alive with fresh content and current communications.
3. **Save time and money while planning for future growth:** Get more out of existing Websites and IT infrastructures



figure 1





| Advertiser       | URL                               | Phone        | Page |
|------------------|-----------------------------------|--------------|------|
| Akamai           | www.akamai.com/maxflash           | 877-425-2624 | 51   |
| Community MX     | www.communitymx.com/trial/        |              | 39   |
| Hosting.com      | www.hosting.com                   | 800-446-7627 | 29   |
| InterAKT         | www.interaktonline.com/macromedia |              | 6    |
| Intermedia.NET   | www.intermedia.net                | 888-379-7729 | 15   |
| Macromedia       | www.macromedia.com/go/8_studio8   | 415-252-2000 | 3    |
| Macromedia MAX   | www.macromedia.com/max            | 415-252-2000 | 23   |
| Metaliq          | www.metaliq.com/mcom              | 415-642-3332 | 13   |
| Metaliq          | www.metaliq.com/mcom              | 415-642-3332 | 52   |
| RemoteSite       | www.rstraining.com/max2005.cfm    | 866-528-8301 | 19   |
| Seapine Software | www.seapine.com/mxsi              | 888-683-6456 | 5    |
| VitalStream      | www.vitalstream.com               | 800-854-7554 | 2    |

without implementing an expensive, time-consuming, complicated new system. Buy only what's needed without suffering through extensive change. Contribute 3 is a simple desktop application that works with any HTML Web site, including ones built in Dreamweaver and FrontPage 2003. Contribute 3 is compatible with file-based content management systems, and automatically adheres to all existing file server, Web site, and network security controls. Because Contribute 3 is a key element of the Macromedia Web Publishing System, it's part of a scalable solution that can grow to provide everything a business needs to build, update, and manage Web sites.

**4. Make Web publishing as easy as using Microsoft Office:** For content contributors and business users, publishing to the Web is a simple, three-step process: browse to the page that needs updating, edit it, click "publish," and it's done. The intuitive WYSIWYG environment offers point-and-click simplicity – no more complicated forms for simple updates. Incorporating images or content from common business applications like Word and Excel is as simple as dragging and dropping or cutting and pasting. The integrated image editor makes publishing photos easy, and videos can be embedded directly in Web pages. There is no easier way to continually breathe life into Web content.

**5. Maintain Web site integrity:** Contribute 3 keeps Web sites up-to-date while making sure they stay looking great. Content created in Contribute matches the look and feel of the site thanks to Dreamweaver templates and advanced CSS support. Contribute 3 ensures design standards are met, functionality is maintained, and code is protected. All scripts and server code can be locked-out when pages are edited, and Contribute leaves existing code in pristine condition without unnecessary modifications. Content is cross-browser compatible, and is easily made Section 508 compliant for accessibility.

**6. Keep Web and business professionals in synch with tight Dreamweaver integration:** With Contribute 3, technical and non-technical users can collaborate on Web sites like never before. Contribute and Dreamweaver are based on the same

HTML editing engine and share page locking and versioning systems. Dreamweaver 8 provides integrated administrative controls for most Contribute-enabled Web sites.

**7. Empower everyone with intuitive approvals and collaboration:** Web site administrators can now control who can edit and who can publish, thanks to a flexible approval system that does not require pre-defined workflows. Contribute 3 enables users to easily send Web content to others for review and collaboration before publishing it live on the Web. The new approval system includes a draft console that summarizes work in progress, including the status of drafts and reviews.

**8. Ramp up broad-based, centrally controlled Web publishing:** Contribute 3 is easily deployed and managed throughout organizations using installer technology direct to desktops. Encrypted connection keys automatically connect users via e-mail, while optional server-based Contribute Publishing Services provide scalable integration with Active Directory and LDAP user directories, and central management of site connections and access permissions.

**9. Revolutionize Web documents with enhanced FlashPaper 2:** Transform any printable document into a fast-loading, Web-friendly format that includes full text search and selection with FlashPaper 2 technology in Contribute 3 for Windows and Mac OS X. Windows users can take advantage of new Office plug-ins to add bookmarks and hyperlinks to documents. FlashPaper 2 can also convert documents to PDF.

**10. Customize Web publishing:** Contribute 3 provides robust extensibility to meet the needs of any organization. The JavaScript and XML client extensibility layer allows extensive user interface customization – deployable using new, configurable installer technology. The new Web services-based notification system enables server-side extension development. ☞



# Converting Printable Files into SWF or PDF File Format

Web-ready in a single click  
by jeremy geelan

**f**lashPaper – ideal for Microsoft Office users who need to create Flash documents and PDFs – lets users generate Flash-viewable documents with a single click. Anyone can create FlashPaper files from inside Microsoft Office products Word, Excel and PowerPoint without leaving the application. Flash designers and developers can apply interactivity to FlashPaper files to customize the experience.

The FlashPaper desktop version is a standalone Flash document and PDF creation tool that installs on a single user's PC to provide fast, easy, local e-document creation.

FlashPaper 2 lets anyone convert printable files into a SWF or PDF file format. Perfectly suited to both Web professionals and non-technical users who simply need to create, share, and distribute documents in a secure, compact, universal format, FlashPaper lets users generate Web-ready documents in a single click. With FlashPaper, anyone can create SWF or PDF files directly in Microsoft Office products (Word, Excel and PowerPoint) without

leaving the application. Flash designers and developers can apply interactivity to Web-ready files to customize the experience.

The FlashPaper desktop version is a standalone Flash document (SWF) and PDF creation tool that installs on a single user's desktop to provide fast, easy, local, e-document creation.

## Feature and Benefits Overview

- **MS Office integration:** FlashPaper creates SWF and PDF files directly in Word, Excel, and PowerPoint using intuitive toolbar buttons and dropdown menus.
- **Drop-and-drag document creation:** You can generate compact, fast-opening Flash documents (SWF) that can be published to any Web site using Macromedia Contribute, Dreamweaver, or any other HTML tool.
- **Creates Web-ready Flash documents:** You can create Flash documents that are immediately available cross-platform on any Web browser. Compact Flash documents open in a Web page, eliminating the need for a separate viewer application. Flash documents can also be incorporated in Flash projects.
- **Creates full-featured PDF documents:** FlashPaper generates compact PDFs instantly from any printable file in one click. FlashPaper PDFs are perfect for e-mailing, printing, or archiving information offline. You can completely customize PDF security using 40- or 128-bit encryption, two-level password protection, and a variety of permissions.
- **In-document text search:** FlashPaper can do complete text searching in Flash documents, making it simple to find specific words or phrases. You can select and copy any piece of text in FlashPaper-generated Flash documents without text reflow or formatting issues.
- **Comprehensive document navigation:** Flash and PDF documents generated using FlashPaper in Microsoft Office will automatically retain the source document's bookmarks or section navigation.
- **Customization and advanced features:** Flash developers can manipulate the Flash document user interface. Flash designers can load and control documents in Flash projects and customize which user interface elements are displayed with an updated ActionScript API.





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## Exclusive Q&As With the Entire Macromedia Studio 8 Team

*MXDJ brings you the inside story behind the most significant release in the history of Macromedia*

by mxdj news desk

**W**hy is FreeHand not part of Studio 8? What do productivity tools Contribute 3 and FlashPaper 2 add? What about Flex? Why has the product name changed from Studio MX 2004? What are the new video features in Studio 8? How about the role of Flash Player 8? These, and sundry other questions on every imaginable aspect of the new Studio 8 release, are addressed here by four executives at Macromedia speaking exclusively to MX Developer's Journal.



**MXDJ:** What eight great things can you tell us about Macromedia Studio 8?

**Jennifer Taylor:** There are more than eight great things about Studio 8, of course, but here are some good ones:

**1 Get the complete toolset**  
Studio 8 is the essential suite for start-to-finish design, development, and maintenance tools of websites, applications, games, interactive presentations, and mobile content. Studio 8 includes Flash Professional 8, Dreamweaver 8, Fireworks 8, Contribute 3, and FlashPaper 2—all the necessary tools you need to create code and easily maintain interactive projects.

**2 Express creativity**  
Take interactive content to a new level. Explore advanced graphics, text tools, text rendering, animation, and video tools in Flash Professional 8. Give projects new levels of sophistication and quality. Explore 25 new effects in Fireworks 8 for fast image creation and editing. Quickly drag and drop video in Dreamweaver 8 to make websites more visually dynamic. From simple animated graphics to sophisticated interactive experiences, Studio 8 unleashes your creativity.

**3 Get more done**  
Studio 8 speeds the design, development, and maintenance process with integrated round-tripping between Macromedia products, new time-saving features like batch rendering for media assets and batch encoding for video, faster user interface workflows, and boosted integration with third-party products.

**4 Pick any platform**  
Support for Microsoft Windows and Apple Mac OS X enables development and deployment on any platform. Deliver projects that support the widest range of operating systems, browsers, and server technologies. Develop applications using HTML, XHTML, XML, ColdFusion, ASP, ASP.NET, JSP, or PHP with drag-and-drop visu-

al tools and components, code libraries, and extensive code-editing support.

**5 Industry-standard workflows and technologies**  
Studio 8 makes the best practices of web design and development available to everyone, from beginners working on their first website to professionals developing advanced web applications for the enterprise. Design and develop knowing that Studio projects will integrate with and support the latest technologies, platforms, operating systems, and industry standards from CSS and XML to the latest Flash Player 8 client runtime.

**6 Bring video to the web**  
Studio 8 makes integrating video into projects easier than ever. Drag and drop Flash Video in Dreamweaver 8 to quickly incorporate video to websites and applications. The new high-quality video encoder in Flash Professional 8 is integrated with Dreamweaver 8 (or works stand-alone) for distributed batch encoding. New runtime support for alpha channels, embedded cue points in Flash Video files, and the improved, easily-skinnable video playback component will engage more viewers. Going from onscreen to online is effortless using many nonlinear editing systems that export natively to the Flash Video format.

**7 Maximize reach**  
Deliver rich content efficiently and consistently with the Flash standard file format (SWF). Its structure and compact size are optimized for streaming to web users at all connection speeds. Macromedia Flash Player, installed on over 98% of desktops globally, reaches the widest possible audience. Studio 8 parallels the introduction of Flash Player 8, which now hosts more interactive features, lightweight experiences, better performance, and easy auto-updating for the ultimate viewing experience.

**8 Play well with others**  
In addition to its integrated workflows across Macromedia products,

Studio 8 supports optimized workflows with third-party applications. Import EPS and PDF files from Adobe Photoshop, Illustrator, or Creative Suite. Add content from Microsoft Office products with design accuracy using the improved copy and paste in Dreamweaver 8. Use FlashPaper 2 to convert Microsoft files into PDF or FlashPaper files with one click. Easily work in a family of design and development applications using powerful import and export capabilities.

**MXDJ:** How would you characterize the unique spirit that has allowed Macromedia to maintain its consistent level of innovation for so many years?

**Jennifer Taylor:** The heart and soul of innovation at Macromedia is our customers. They are some of the most creative people in the world and it is by working in conversation and collaboration with them that we are able to continually innovate. By working closely with our customers, we understand both the challenges they face today as well as their creative ambition to do things that have never been done before.

For example, we noticed that customers spend much time wrestling with getting pixel-level precision between their design comps and their pages within Dreamweaver. As we watched them work, the answer to this problem suddenly seemed as simple to us as it did to them: What if we allowed them to zoom in on their page designs and take precise measurements on the design surface to simplify the process of comparing comps to page designs?

At the same time we saw a huge opportunity created by the syndication revolution that is occurring on the web today, where everyone from individuals to large organizations make their thoughts and content available as XML through RSS feeds. What if designers and developers could integrate XML data more easily into their pages using a simple drag-and-drop workflow? Previously this type of integration was only available in a complex development tool and often required a code-based workflow – not simple visual workflows. Within Dreamweaver 8 we focused on



Jennifer Taylor  
Product Manager, Dreamweaver

optimizing the workflow for our audience to make real simple syndication approachable to even the most basic of users, while at the same time offering tons of advanced functionality for those who really want to dive in and work with these technologies.

Furthermore, we saw a huge opportunity created by the blending of two key communications media – video and the web. With this release of Flash Player 8, Macromedia has taken video on the web to a new level that will fundamentally change the look and feel of the web and how individuals express themselves and communicate with global audiences. We've integrated this opportunity across Studio 8 with a stand-alone video encoder, advanced functionality in Flash Professional 8, and a simple, integrated workflow for adding video to your page within Dreamweaver 8.

The biggest challenge we have is carefully balancing each release with solutions for the problems of today as well as new functionality to help users build skills and do things they've never done before. We've managed to do this in Dreamweaver 8 – actually, across Studio 8. We're really

excited to put this product into the hands of our users and see what they will do with it. Although we always have our own ideas, our customers continue to push the envelope and take our tools into areas we could never have imagined.

**MXDJ:** What has been your best experience connected with the development of Dreamweaver 8?

**Jennifer Taylor:** Wow, it's hard to pick just one because we've been so deeply involved in conversations with our customers during the entire release cycle.

This release of Dreamweaver 8 is the most customer-driven release in our history. We completely rearchitected our product development process to integrate the voice of our customers much earlier and more deeply into the product than ever before. We started the development cycle by visiting over 60 customers around the world – from different industries, organizational sizes, and interests. We held meetings in large conference rooms and small home offices. We sat side by side with our user at

their desks and watched them work – talking with them about what they do, how they do it, and the challenges they face in developing great experiences for the web.

From these conversations we developed three key themes and features for this release of Dreamweaver – emphasizing helping people work with the best practices of the web, integrating the latest technologies into their workflow, and simply accomplishing more things in less time. We focused on big new areas, such as revolutionary new tools to help users integrate XML data into their websites, as well as small nuances that make a difference in using the product.

**MXDJ:** What is the simplest explanation you give when commending the virtues of CSS to developers?

**Jennifer Taylor:** The benefits of working with CSS are as follows:

- **Simplification:** Separating presentation from content simplifies maintenance because changing something once in a style sheet means changing it everywhere.
- **Cost savings:** Using CSS means lighter HTML pages because they don't have to include redundant presentational information. Lighter pages mean lower data transmission costs.
- **Expressiveness:** Although the languages of the web, such as HTML, haven't evolved significantly since the late 1990s, the creativity of our customers knows no bounds. Over the past few years browsers have continued to evolve their support for CSS, which allows web designers and developers to explore new ground and push their creative limits.

With the release of Studio MX 2004 in 2003 we integrated CSS into the workflow of all users by making it easier to use CSS to control the presentation of text on the page. The response to this functionality was overwhelmingly positive. With Dreamweaver 8 our users can take their CSS skills to the next level. The new CSS Layout Visualization toolbar and new unified CSS panel help speed standards-based delivery of styled content to desktop screens, printed pages, and mobile devices. ☺

**MXDJ:** How would you characterize the role of Fireworks in Studio 8 for anyone not yet using it?

**Maureen Keating:** Fireworks 8 is the best solution for creating and optimizing web images with precise control in an intuitive, customizable environment. The industry-leading optimization tools in Fireworks enable users to strike the balance between maximum image quality and minimum compression size. Fireworks 8 integrates seamlessly with Dreamweaver 8 and Flash 8 for ideal conditions to create and optimize images without losing information or time with roundtrip editing.

**MXDJ:** Of all the different aspects of Fireworks 8 that you feel developers will be delighted with when it ships in September, are you able to do us a Top Ten?

**Maureen Keating:** Sure!

## 1 Build interactive pop-up menus in CSS

Fireworks 8 uses CSS (Cascading Style Sheets) format to create interactive pop-up menus. The result is clean and easily customizable code that integrates well into sites built in Dreamweaver 8.

## 2 Take advantage of improved compatibility with Flash 8

Vector attributes such as fills, strokes, filters, and blend modes are preserved when you move objects between Flash 8 and Fireworks 8. ActionScript color values are recognized when you copy them from Flash and past them into Fireworks color value fields.

## 3 Streamline your workflow

Dramatic improvements to the workflow of common tasks maximize productivity. Polygon slices are inserted automatically when a selected object is a polygon path. Text layers are automatically named with typed text. Use the Save As command to create different file types. Fireworks 8 has smarter default folders for common operations and for remembering recently-used fonts, as well as optimization settings.

## 4 Apply changes to many files at once

Rethink batch processing

by applying work to many files at once. Streamlined file renaming, the ability to check file dimensions when scaling during a batch process, and the new status bar and log file are just a few of the optimizations that Fireworks 8 brings to batch processing.

## 5 Import more file formats

Fireworks 8 now supports

importing of QuickTime Image, MacPaint, SGI, and JPEG 2000 file formats. (A QuickTime plug-in is required.)

## 6 Explore new creative possibilities

Unleash your creativity

with 25 new blend modes to alter the look of colors and objects.

## 7 Unprecedented control over Auto Shape objects

Notch up your control with

the new Auto Shape Properties panel to modify properties such as the Star

Auto Shape, Arrow Auto Shape, or Smart Polygon Auto Shape.


## 8 More natural selection method

Turn active selections into editable vector paths, and vice versa. Get instant feedback on filters and settings you apply to selections.

## 9 Get going faster:

New panels for special character insertion and image editing add more options to customize your workspace to match project workflows. New sample content for buttons, animations, themes, and mobile development increases options for creating content.

## 10 Shadow effects

Shadow choices abound in Fireworks 8. The new Add Shadow command adds a shadow to open paths and text objects. The Solid Shadow live filter stamps the object it is applied to several times. Greater vector compatibility with Flash 8 preserves drop shadows when images are moved between Fireworks 8 and Flash 8. 



Maureen Keating

Product Manager, Fireworks & Studio





## Jim Guerard

VP of Product Management & Marketing

**MXDJ:** How do you feel about the new Studio 8?

**Jim Guerard:** The groundbreaking nature of Studio 8 makes it the most significant release in the history of Macromedia. Since the release of Studio MX 2004 just under two years ago, we have focused our efforts on delivering a powerful, quality product based on extensive customer feedback. Studio 8 is by far the most customer-driven release in our history. We changed our entire product development process from the very beginning and had each product team literally traveling the globe to meet on site with more than 40 key customers, watching and documenting workflows and feature utilization – with very revealing results that drove our feature requirements. Our consultation with customers continued throughout the entire development process through Beta and ship.

As a result of meeting with our customers, we made huge improvements to the depth and breadth of Studio 8. We added dramatically to the depth of the software suite by including huge new releases of Dreamweaver 8, Flash

Professional 8, and Fireworks 8, each of which include many new feature “firsts,” feature enhancements, and general workflow improvements. In watching our customers’ daily design and development patterns, it was obvious that website and application maintenance is a substantial part of their day. We therefore expanded the breadth of Studio 8 by including powerful productivity tools Contribute 3 and FlashPaper 2 to address the need to streamline web content management and maintenance. Contribute and FlashPaper are easy to use tools that non-technical teams can use to create or update content, but in a controlled workflow. The business benefits are shared: teams get fresher content faster, and web designers and developers can focus on the design and development work they are so passionate about. Studio 8 now addresses the full workflow of designing, developing and maintaining on-line experiences.

**MXDJ:** In what ways do you think Studio 8 will change the industry?

**Jim Guerard:** Studio 8 will let our customers go to new heights of creativity and efficiency, allowing them to create a new level of sophisticated interactive content to convey their brands, messages, products, and businesses better and more effectively than ever before.

The soul of Studio 8 is its amazing, new expressive toolset, allowing users to create truly sophisticated interactive content that was never before possible. Studio 8 offers numerous new capabilities such as advanced interactive video, real-time graphics effects, integration of XML data, dramatic new CSS functionality, and powerful new mobile authoring capabilities. Perhaps even more dramatic is the fact that we took the extra time to develop and implement simple user interfaces for these new features, or improve the interfaces to favored existing features, so that both designers and developers could work more productively.

We look forward to seeing what our designers and developers will create using the powerhouse new features available in Studio 8. They’ve always amazed us in the past and this time is no exception.

**MXDJ:** What has changed from Studio 8 compared to Studio MX 2004?

**Jim Guerard:** Aside from many new features in the individual products and improved interoperability between the products, we’ve optimized the product mix within Studio 8 by including Contribute 3 and FlashPaper 2, and removing FreeHand. Also, there is only one version of Studio 8 which comes complete with Flash Professional 8. We have also made efforts to simplify doing business with Macromedia, and are now offering simplified upgrade paths and pricing. You can check out our website for more information on this.

**MXDJ:** Why was FreeHand removed?

**Jim Guerard:** FreeHand was replaced by the addition of Contribute and FlashPaper to better fulfill the typical design-develop-op-maintain workflow needs of our cus-



tomers. FreeHand is both an important and successful product, and will continue on as part of the Macromedia family of products.

**MXDJ:** Does mobile play a role in this release of Studio 8?

**Jim Guerard:** Mobile has a very important role in Studio 8. Mobile content developers can use Flash Professional 8 to design, build, and test content with the advanced authoring environment and the new interactive mobile emulator tools for deploying content to mobile phones.

**MXDJ:** We understand there are some new video features in the Studio. Can you tell us some more about them?

**Jim Guerard:** Studio 8 continues to offer innovative new tools and capabilities for video professionals and enthusiasts looking to deploy rich, interactive video experiences to the widest possible audience. New features in both Studio 8 and Flash Player 8 take video on the web to the next level offering 8-bit alpha channel video, a powerful new video codec, and advanced video encoding options.

The revolutionary new alpha channel support provides the unique ability to overlay video composited with a transparent alpha channel over any other Flash content. The new high-quality video codec provides superior video quality competitive with today's best video codecs at a much smaller size. Also included is a new video encoder plug-in for professional video editing software so digital video editors can export video directly to Flash from their favorite video editing and encoding tools. We've also included in Flash Professional 8, (and therefore, in Studio 8) a new stand-alone video encoder with batch processing capabilities that can be installed on a separate machine. Finally, in Flash Professional 8 we've unified all ways of creating and deploying Flash Video into one seamless workflow.

Furthermore, to ensure video enthusiasts can get up and running with Flash video as rapidly as possible, Flash video files can be quickly incorporated into Macromedia Dreamweaver 8 using an easy, five-click dialog driven process. ☁

**MXDJ:** When it comes to enterprise-class development, what do you consider Macromedia's main contribution to be in terms of technology and inspiration?

**Mike Downey:** We think great experiences enable great business, and Macromedia Flash is a powerful platform for building great user experiences. Macromedia has done a lot of work to deliver powerful development solutions for building rich Internet applications, including the Flash authoring tool, Dreamweaver, Fireworks, ColdFusion, and of course the Flex platform. We continue to innovate with improved technology solutions for enterprise-class developers – primarily through our Flex platform.

**MXDJ:** What are the top two aspects of Studio 8 that you will particularly welcome when it ships in September?

**Mike Downey:** I think Macromedia Flash Player 8 will be one of the greatest pieces of technology to ever hit the Internet. There are so many powerful and useful new features, capabilities,

and performance optimizations that allow users to create more engaging and expressive content than ever. I also think that the integrated workflow among Flash, Dreamweaver, and Fireworks will have a tremendous impact on productivity for web professionals. I know you asked for the top two things, but the new work we've done with video in this release is also going to have a huge impact—it's really amazing work.

**MXDJ:** Having put the X into eXperience, what is the one new letter of the alphabet (and standing for what?) that, in 2006, you are looking forward to getting into with Macromedia's technologies?

**Mike Downey:** That's a tough question. I suppose I'd have to choose "E" for "Expressiveness." I think we've done a lot of major work in this release about productivity, standards support, and workflow. But the work we've done to allow designers and developers to be more expressive with their content will have the biggest impact on the web. ☁



**Mike Downey**  
Flash Evangelist



# Studio Hall of Fame

**m**acromedia's innovative Studio product line has carried the art and the essence of web design to a whole new level. Now, with the historic worldwide release of Studio 8, MX Developer's Journal wishes to enlist your help in deciding which web sites have used the Studio line of products in the most engaging and efficient way.

In short we, Macromedia and the designers and developers behind the 10 finalist sites presented here are counting on you, the design and development community, to vote on which site you believe deserves the honor of being recognized and induct-

ed as the first member of the MX Developer's Journal "Studio Hall of Fame."

The following pages showcase all the nominated sites, the exact Macromedia products that were used in developing them and the site URLs so that you can visit them and decide for yourselves. Your vote can be recorded at <http://mxdj.sys-con.com> from 08/08/05 onwards, and in the spirit of openness SYS-CON Media's unique realtime voting system allows all participants to see in real time who is in the lead at any time. It's sure to be a close-run race!

Look for the winner to be announced online and in next month's issue of MXDJ. ☺



VOTE

1

**Red Bull**

[www.redbullrampage.com/virtual.php](http://www.redbullrampage.com/virtual.php)

*d f sw*

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VOTE  
2

**Burger King**  
www.bk.com



VOTE  
3

**Prince Sports**  
www.princetennis.com/o3



VOTE  
4

**Polaris**  
www.polarisindustries.com/testride05



VOTE  
5

**Coca-Cola Co.**  
nesteoice.com



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Fisher Price  
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VOTE  
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The Gap  
www.gap.com



VOTE  
8

IBM  
express-portfolio.com



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VOTE  
9

National Geographic  
www.insidethemafia.com



VOTE  
10

Royal Caribbean  
experience.royalcaribbean.com



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# The Masterpiece

**t**he Masterpiece is a short film about an artist struggling to find inspiration for a new work. Self-criticism determines the fate of his creation for future generations.

The art director of The Masterpiece created black and white animated movie inserts using Macromedia Flash. The segments depict scenarios of the possible downfall of the main character. The string of sequences simulates the look of the main character and fits neatly into the overall film context.

The Masterpiece is an Insomnia Creations production, directed by Steve Blanco.

[www.insomniacreations.com](http://www.insomniacreations.com)



## THE MASTERPIECE

# 25 of the Top 30 Media and Entertainment Companies Trust Akamai.

They trust Akamai to deliver more than just streaming. You've worked hard to perfect the art of creating the coolest Flash video streaming content. Now you can deliver that rich content quickly and with ease over Akamai's globally distributed platform—*Fast, reliable, high-quality streams.*

Joining together the best of both Akamai and Macromedia® Flash®—the most extensive globally distributed platform for delivering Flash video streaming content.

GO

To request a white paper and learn how you can leverage a globally distributed network of servers for delivery of your Flash content or to receive more information, please visit us at [www.akamai.com/MaxFlash](http://www.akamai.com/MaxFlash) or call us at 1-877-425-2624



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MetalIQ is a solutions company, specializing in industrial strength creative, code and consulting. Identifying, creating, and implementing innovative solutions that are usable, intuitive and appealing.

MetalIQ offers a suite of solutions for video (**mVID**), dashboards (**mDAT**), applications (**mCAP**) and components (**mCOM**). Visit us at [metalIQ.com](http://metalIQ.com) or contact us by phone at 415.642.3332.



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