



# Adobe and Intel Unveil Developer Service for Distributing and Monetizing AIR Apps

Developers Can Reach Millions of Consumers and Generate Revenue Through Intel AppUp Center

SAN JOSE, Calif.--(BUSINESS WIRE)-- Adobe Systems Incorporated (Nasdaq:ADBE) and Intel Corporation (Nasdaq:INTC) today announced plans to enable developers to distribute and monetize Adobe(R) AIR(R) applications and games via Intel(R) AppUp center storefronts, the first non-Adobe app store supported by the new service. Using the new Adobe application distribution platform beta, code named "Melrose," developers and publishers can sell and distribute AIR applications to potentially millions of users while monitoring sales and downloads. Available today, the beta of Melrose provides a portal for developers and publishers to distribute their applications through multiple distribution channels.

## Better Service to Individual Consumers with Melrose and AppUp

- The Intel AppUp center was released as a public beta in January 2010. AppUp currently targets netbooks and consumer laptops, with plans to extend AppUp support to additional devices. The combination of Melrose and AppUp means developers can better serve individual consumers across multiple devices. With Melrose, developers can incorporate licensing capabilities directly into their applications through a free software development kit (SDK). This SDK enables payment as well as usage data to help developers measure their success. Using Melrose, developers can publish applications, choose target stores, set pricing and view store analytics. More information about the Adobe Melrose licensing SDK and portal can be found on Adobe Labs. Melrose is expected to ship in Q4 2010.

## Building and Managing Relationships with Consumers and AppUp Center Stores with IADP

- The Intel AppU Developer Program (IADP) was launched at the Intel Developer Forum (IDF) in 2009 and gives developers and ISVs the tools, SDKs and community they need to deliver great applications via AppUp stores directly to consumers. With IADP, Intel is focusing on developers, and not just their applications, helping developers and publishers build and manage relationships with consumers and AppUp center stores.

## Using an Integrated and Ubiquitous Platform for Creating Applications, Content and Video That Run Across Devices

- Adobe AIR enables developers to use HTML, JavaScript, Adobe Flash(R) Platform tools and ActionScript(R) to build web applications that run as standalone client applications without the constraints of a browser. AIR

is a key component of the Adobe Flash Platform, the leading design and development platform for creating expressive applications, content and video that run consistently across operating systems and devices, and reach more than 98 percent of Internet enabled desktops and a growing number of devices. For more information about the Adobe Flash Platform, visit [www.adobe.com/flashplatform](http://www.adobe.com/flashplatform).

## Quotes

Christos Georgiopoulos, general manager, Developer Relations Division, Software and Services Group, [Intel Corporation](#)

- "Many developers crave a middle ground between the openness of web-centric computing and the tight integration found on restricted or closed devices without permissions to develop or precious time lost testing on hundreds of slightly differing devices. That's why we built AppUp. The strategic relationship between Intel and Adobe aims to delight developers by aligning one of the world's largest non-fragmented developer platforms with one of the world's largest consistent hardware platforms to bring consumers great experiences via 'client centric' software."

Ricky Liversidge, vice president of product marketing, Creative and Interactive Solutions business unit at [Adobe Systems Incorporated](#)

- "Adobe is committed to providing developers with an easy path to bring their cross platform applications to market, expand their customer base, and generate revenue. With Adobe and Intel doing the heavy lifting behind the scenes, AIR developers can use Melrose and the Intel AppUp center to reach millions of consumers using netbooks and future devices powered by Intel Atom processors."

Doug Galen, senior vice president, business & corporate development, [Shutterfly](#)

- "Shutterfly is focused on developing innovative solutions that connect consumers with their photos in compelling ways, regardless of where they are stored. We're excited to take the best of Shutterfly and through the creation of simple, powerful applications, extend our service onto the Melrose platform and across the growing multitude of devices where consumers can enjoy and interact with their favorite images in new and creative ways."

Evan Schwartz, CEO and co founder, [Thumbplay](#)

- "Thumbplay Music is a cloud based service that provides unlimited, on demand access to more than 10 million songs through our Adobe AIR desktop application, through all major smartphone platforms, and soon, connected TVs and other CE based devices. Using Melrose, we're able to put our music in front of millions of fans; and millions of fans can use our AIR application to build their cloud based music collection, listen to music and sync with their smartphone for total portability."

John Wu, developer, [Party Booth](#)

-- "The cost of putting on a wedding can get out of hand fast. So, when I got married, I created Party Booth, a cross-platform, on-demand interactive photo application to simulate a classic photo booth environment at a fraction the cost of renting an expensive photo kiosk for on-site events. With the help of Melrose, I could develop and market my now professional-level AIR application to millions of users through the Adobe AIR Marketplace and the Intel AppUp Store."

## Helpful Links

- Adobe Melrose licensing SDK and portal
- The Intel AppUp Developer Program
- The Intel AppUp Developer Program - Adobe AIR
- How to License Your AIR App
- End User Experience of Licensing Your AIR App
- Adobe Flash Platform

## About Intel

Intel (Nasdaq:INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at [newsroom.intel.com](http://newsroom.intel.com) and [blogs.intel.com](http://blogs.intel.com).

## About Adobe Systems Incorporated

Adobe revolutionizes how the world engages with ideas and information - anytime, anywhere and through any medium. For more information, visit [www.adobe.com](http://www.adobe.com).

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