

Nokia Licenses Flash Lite

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Nokia and Macromedia announced a licensing agreement that will integrate Macromedia Flash technology into Series 60 Platform. Series 60 becomes a reference platform for Macromedia's mobile Flash technology, and Macromedia will implement new versions of its mobile Flash technology on Series 60. Nokia has also agreed to support Flash in its other software platforms.

Series 60 Developer Platform is built on top of the Symbian operating system – an operating system designed for mobile devices. Series 60 platform devices include Nokia 66xx-series, Panasonic X700, Sendo X, Siemens SX1, etc. Macromedia Flash (or Flash) is a graphics animation program, written and marketed by Macromedia.

Macromedia Flash is a multimedia/graphic program that produces rich media/interactive websites. Flash can produce animation in full color with music and sound effects. Currently, up to 96% of the online audience are able to view Flash presentations.

The agreement between Nokia and Macromedia will provide opportunities for the 1.8 million registered developers in Forum Nokia and the more than one million Macromedia Flash developers to create new compelling Flash content and applications for mobile phones to be deployed through operators worldwide. This will enable operators to quickly and cost-efficiently build rich, innovative services for their subscribers using Series 60-based devices.

As part of the collaboration, Macromedia and Nokia will also provide integrated mobile development tool sets that will enable developers to

more rapidly and efficiently create compelling Flash content for mobile devices, while leveraging their existing expertise and brand assets. In addition, the companies will also collaborate on technical documentation and other technical support areas.

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