

Intel and Adobe to Extend Flash Platform to TVs

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Adobe Systems and Intel today announced plans to collaborate on the development to port and optimize Adobe Flash technology for the Intel Media Processor CE 3100. This effort is expected to provide consumers with richer and more seamless Web-based and video viewing experiences through advanced Intel-based cable set-top boxes, Blu-ray Disc players, digital TVs and retail connected AV devices.

The high-definition capabilities of the Adobe Flash Platform, together with the Intel Media Processor CE 3100, the first in a new family of purpose-built Intel System on Chips (SoCs) for CE devices, creates a powerful entertainment hub capable of delivering rich Web content and Adobe Flash based applications to an array of Internet-connected CE devices. Intel and Adobe are working together to optimize both the Adobe Flash Player and Adobe Flash Lite for the CE3100. Intel plans to ship the first CE3100 with support for an optimized implementation of Adobe Flash Lite before mid-2009.

The two companies are uniquely positioned to support consistent Internet content across PCs, laptops, netbooks, mobile Internet devices (MIDs) and now the TV, extending the shared business objectives of accelerating rich video and Internet content across the full breadth of consumer devices.

"The Intel Media Processor CE 3100 is a highly integrated solution that provides a powerful, yet flexible technology foundation that will bring to life the high-definition capabilities of Adobe Flash," said William O.

Leszinske Jr., general manager of Intel's Digital Home Group. "Our effort with Adobe is poised to accelerate a rich, yet relevant Internet experience on the TV that will provide consumers with access to a growing number of Flash based applications that will ultimately be enjoyed across a number of screens seamlessly, from the laptop to a MID and now the TV."

Intel and Adobe have a long history of technical collaboration, including, most recently, being founding members of the Open Screen Project. Announced in May 2008, the Open Screen Project is designed to enable a consistent runtime environment across screens. The initiative has 20 major industry partners and is dedicated to enable Web content, standalone applications and full Web browsing across televisions, set-top boxes, mobile devices and other consumer electronics that take advantage of Adobe AIR and Adobe Flash capabilities.

Adobe and Intel are also working together to bring an optimized implementation of Adobe AIR technology to Intel's digital home platform in the future.

Provided by Intel

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