

# First smart TV app developed using Adobe AIR

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At Max 2011, Adobe's technology developer conference, Samsung Electronics Co., Ltd, a global leader in digital media and digital convergence technologies, announced the launch of the first Smart TV application using Adobe AIR, to be available on Samsung Smart TVs. With the announcement, Samsung marked yet another step in the evolution of Samsung's connected entertainment ecosystem, which delivers rich content experiences across a range of devices including televisions, mobile phones, tablets and PCs.

VH1's Flash technology based application, 'I Love the 80's' Trivia', will be made available on Samsung Smart TVs in the US this fall via the Samsung Apps marketplace.

"We are pleased that the rich content and vibrant colors bring the '80s back to life with the 'I Love the 80's Trivia app' and provide our audience another screen on Samsung Smart TVs," said Kristin Frank, general manager of MTV and VH1 Digital.

Apps such as VH1's 'I Love the 80s Trivia' offer new content and experiences to the continually popular and growing Samsung Smart TV application category of gaming.

"Integrating Adobe AIR into our Smart TV platform was a logical step to ensure a robust content ecosystem for Samsung customers," said Kyungsik Kevin Lee, vice president of Visual Display Business, Samsung Electronics. "By adding support for Adobe AIR for TV, we

further opened the Samsung Smart TV ecosystem to more than 3 million Flash developers worldwide, who can seamlessly deliver gaming, media and data-driven apps to a wide range of Samsung devices.”

Adobe AIR is a key element of the Adobe Flash Platform, enabling developers and content publishers to leverage existing code and familiar tools to deliver rich, standalone applications across devices and platforms.

Adobe AIR for TV 2.5 is currently available to developers on 2011 Samsung Smart TV models, and will be available on 2011 Samsung Smart Blu-ray Players later this year in North American and South American markets.

Provided by Samsung

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