

# Adobe fans mobile gadget game flames

December 4 2012

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The Adobe logo is displayed on the side of the Adobe Systems headquarters in California in 2010. Adobe released a free tool kit to make it easier for developers to create Flash-based games to ride the growing wave of playing on smartphones, tablets, and in Internet browsers.

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[Game Developers](#) Tools made available Monday were the first tied to the Adobe's "Creative Cloud," providing computing muscle from

Adobe's online [datacenters](#).

"For anybody who wants to develop a game that targets the Flash player it will be a lot easier," said Diana Helander, group product marketing manager for Gaming Solutions at Adobe.

"For people who want to try their hand at being a game developer, this allows you to play around and target a bunch of different marketplaces," she continued. "That really opens the door for revenue and for discovery, even if you just have a free little game you want to put out there."

Flash-based games can be found in among the top titles at social network Facebook as well as those popular for play using personal computer browsers.

Adobe said it enable games to be crafted more efficiently to work across the sometimes challenging array of device screen sizes and operating systems.

[Flash software](#) can enable a desktop computer version of the game be shifted to suit smartphones or tablets which are becoming increasing popular devices for play.

"Gaming companies are becoming more like media companies," Helander said. "Gaming as a whole is definitely increasing in popularity."

Adobe envisioned the free tools boosting the number of rich, immersive games available including many based on characters or franchises that have been hits on [videogame consoles](#).

Japan-based Square Enix and France-based [Ubisoft](#) are among videogame industry titans working with Flash tools, according to

Helander.

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Citation: Adobe fans mobile gadget game flames (2012, December 4) retrieved 27 April 2024 from <https://phys.org/news/2012-12-adobe-fans-mobile-gadget-game.html>

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