

Adobe® Flash® Catalyst™ CS5

Create expressive interfaces and interactive content without writing code



Adobe Flash Catalyst CS5 is also available as a component of:

- Adobe Creative Suite® 5 Design Premium
- Adobe Creative Suite 5 Web Premium
- Adobe Creative Suite 5 Production Premium
- Adobe Creative Suite 5 Master Collection

Adobe Flash Catalyst CS5 software is an approachable new interaction design tool. Transform static artwork from Adobe Photoshop®, Illustrator®, and Fireworks® software into fully interactive projects without writing code, and publish as SWF or Adobe AIR® files. Collaborate with developers who use Adobe Flash Builder™ software, and leverage the expressiveness, reach, and consistency of the Adobe Flash Platform.

New from Adobe, Flash Catalyst is built with the designer in mind, combining an intuitive user interface and toolset that will feel familiar—similar to Photoshop, Illustrator, and Fireworks—with the expressiveness, consistency, and reach of Adobe Flash technology. The result: a feature-rich interaction design tool you can successfully use to publish SWF files without writing code.

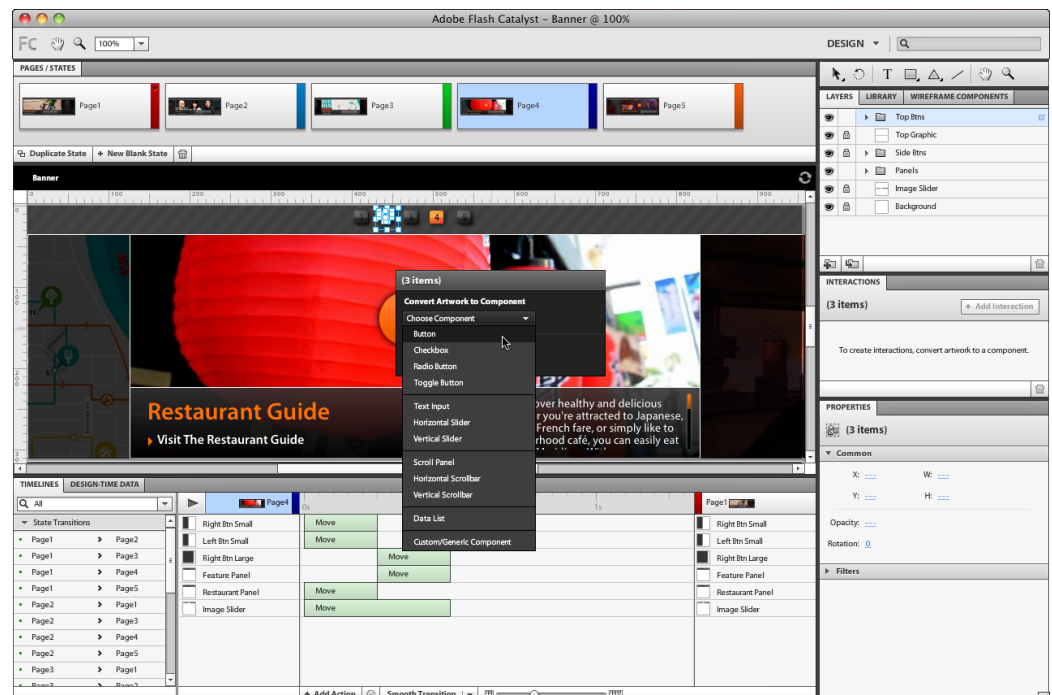
Designing and building interactive applications doesn't have to be hard, and with Flash Catalyst, it isn't. That's because Flash Catalyst uses a simple and intuitive menu-driven interface with easy-to-understand language. As you'd expect from a professional Adobe design tool, you always have complete control over the appearance of your artwork, and you publish your interactive content as a SWF file that displays with Adobe Flash Player 10.

Flash Catalyst is developer-friendly, and writes the code for you in the background while you focus just on the task at hand—creating expressive, interactive content. Using the open-source Adobe Flex® framework as its underlying structure, Flash Catalyst helps ensure that when you have to hand more complex projects off to a developer, everything is already in place, ready to go.

Two types of design

Interactive Design is focused on engaging the user over a sustained period of time through an immersive experience. It often includes rich media and motion and takes the form of advertising, learning materials, games, virtual worlds, or interactive video.

Interaction Design is a discipline focused on specifying behaviors that deliver an intuitive user experience that is easy to learn, with high usability to accomplish tasks quickly. It is often implemented in the interface of applications or interactive content such as product guides and portfolios.



The intuitive Heads Up Display (HUD) in Flash Catalyst CS5 helps you transform static artwork into interactive designs, step by step, without writing code.

Top features

- Fully customizable components (Page 3)
- Powerful layout tools (Page 3)
- Roundtrip editing (Page 4)
- Pages and states (Page 5)
- Smooth animated transitions (Page 5)
- Design-time data (Page 6)
- Video and dynamic media (Page 7)
- Publish as SWF and AIR files (Page 7)
- Flash Builder integration (Page 8)

With Adobe Flash Catalyst CS5, you can:

Use the power of the Adobe Flash Platform to create interactive content. Rapidly create expressive interfaces and interactive content to your exacting design standards. Deliver your creative vision using the reach and consistency of the Adobe Flash Platform. Integrate video, sound effects, and dynamic media easily, and get the look you want quickly and precisely with layout tools and functions. Export projects for the web as finished SWF files or directly to a customer as Adobe AIR files that can run across platforms as desktop applications.

Explore interaction design without writing code. Transform static Photoshop, Illustrator, or Fireworks designs into fully interactive projects without requiring any development or coding skills. Use pages and states to structure your content so you can easily control navigation and interactions, and create and edit smooth animated transitions. You can also design and preview functional data lists without involving a database. With an easy-to-use and approachable interface, Flash Catalyst enables designers to expand their skill set to include interactive projects.

Speed the design and development process. Support for FXG, an XML-based file format, lets you share artwork between Photoshop, Illustrator, Fireworks, Flash Catalyst, and Flash Builder. When a project requires development—for example, a connection to data services—you can hand your Flash Catalyst project over to a developer who can open it directly in Flash Builder, preserving design fidelity and interactions defined by you. In addition, you can share assets and components with developers using Library Packages.

Who uses Flash Catalyst?

Flash Catalyst is an approachable new interaction design tool built for anyone who wants to create expressive interactive content without writing code. Many types of creative professionals and developers can benefit from the features in Flash Catalyst, including:

Interaction designers, who can use Flash Catalyst to transform prototypes from Fireworks, Photoshop, or Illustrator into fully interactive projects without writing code. With the ability to create and edit smooth animated transitions and easily integrate video, sound effects, and dynamic media, they can create user interfaces and digital experiences.

Graphic designers, who can use Flash Catalyst to transform static Photoshop or Illustrator designs into fully interactive projects without writing code. Using intuitive menu-driven functions to define interactions and to create components like buttons and scroll bars, they can create expressive microsites, portfolios, and application interfaces that clearly communicate their intended message.

Web designers, who can use Flash Catalyst to transform prototypes from Fireworks, Photoshop, or Illustrator into fully interactive projects without writing code. Using mock data to define and preview the look and behavior of dynamic data without needing a database, they can create professional microsites, application interfaces, and website navigation elements.

Interactive designers, who can use Flash Catalyst to transform prototypes from Photoshop, Illustrator, or Fireworks into fully interactive projects without writing code. With the ability to create and edit smooth animated transitions and integrate video, sound effects, and dynamic media easily, they can create user interfaces and digital experiences.

Web application developers, who can use Flash Catalyst to work closely with designers and define custom components, interactions, and behaviors. With the ability to open Flash Catalyst project files right in Adobe Flash Builder software, and using SWF and Adobe AIR publishing options, they can develop rich Internet applications that can be delivered virtually anywhere.

Video editors, who can use Flash Catalyst to integrate video content from Adobe Premiere® Pro and After Effects® into fully interactive projects without writing code. Using intuitive menu-driven functions to incorporate video and audio content and custom playback controls, they can assemble compelling stories, create video presentations, and pitch concepts.

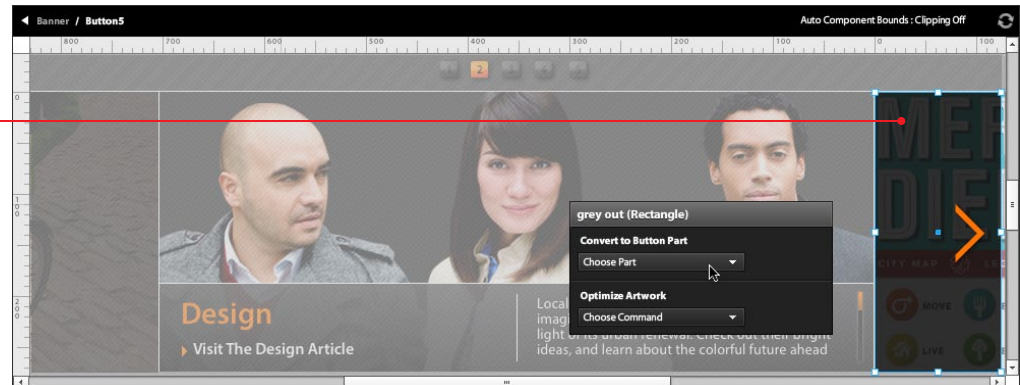
Top features of Adobe Flash Catalyst CS5

Fully customizable components

At the core of content creation with Flash Catalyst are components—the building blocks that you use to create interactive content. These components include things like buttons, scroll bars, sliders, text fields, checkboxes, and data lists, and serve as a way for users to interact with the experience or application that you create. If you're used to laying out print pages by placing objects like text frames, picture frames, rectangles, and so on, you'll find working with components in Flash Catalyst is similar.

If buttons or scroll bars don't sound very exciting to you, that's only because these elements are usually taken for granted—they appear virtually the same everywhere you look on the web or inside of dynamic applications. With Flash Catalyst, you have complete control over the appearance, or "skin," of any component.

Interactive components, like this one, can be designed with virtually any appearance.



Flash Catalyst offers two ways to customize the appearance of components:

- **Start with static artwork.** Create static design comps in Photoshop, Illustrator, or Fireworks, and use them to create your Flash Catalyst project. Then, select individual elements in your design, and use the Convert Artwork To Component command to transform the static art into fully functional interactive components.
- **Start with basic components.** Flash Catalyst comes with a library of fully functional basic wireframe components that you can simply add onto your page. You can customize these components using the Properties panel in Flash Catalyst, or you can take advantage of roundtrip editing capabilities and edit the components directly in Photoshop or Illustrator. This is perfect for when you want to build and test the interactions first, and then finalize the appearance afterwards. See "Roundtrip editing" on page 4 for more details.



Flash Catalyst features a collection of basic prebuilt components that you can quickly skin to your liking.

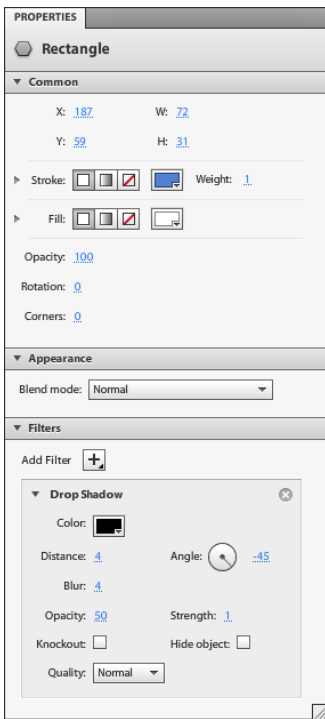
Powerful layout tools

Designers who are used to having complete control over their designs and layouts will feel right at home with Flash Catalyst, which offers sophisticated interface design features similar to those found in Photoshop, Illustrator, Flash Professional, and Fireworks:

- **Toolset and shortcuts.** Use familiar selection, transformation, text, shape, and magnification tools that you already know from other Adobe design applications. Keyboard shortcuts are similar as well, reducing the learning curve.
- **Layers panel.** Giving you complete control over your artwork, the Layers panel clearly indicates the structure of imported Photoshop and Illustrator files, and makes it easy to define interactions for the various states of interactive components.
- **Rulers, grids, and guides.** Ensure the accurate placement of objects while designing by using familiar rulers, grids, and positionable custom guides. Objects snap to these elements just as they do in other Adobe design applications.



You probably already know how to use many of the tools and keyboard shortcuts in Flash Catalyst—they match those in other Adobe design applications you use.



The Properties panel gives you quick access to basic object settings, such as Opacity and Filters.

- **Properties panel.** For any selected object, you can easily adjust size, position, stroke, fill, color, and opacity settings in the Properties panel. You can even add filters like drop shadows, glows, blurs, or even specify transparency blend modes.
- **Align and Arrange functions.** Designers rarely “eyeball it,” and with familiar align and arrange tools, you don’t have to—it’s easy to make sure everything in your design lines up perfectly. Group artwork to organize your designs and to ensure easy selections.

It’s obvious that Flash Catalyst was built from the ground up with the designer in mind—a welcome thought for any designer looking to author interactive content.

Roundtrip editing

With Flash Catalyst, you can start a project using static designs or artwork from Photoshop, Illustrator, or Fireworks. In addition, you can integrate just about any JPEG, GIF, or PNG file into your Flash Catalyst project, and then transform it into an interactive component. When you’re done, you can send it off to your client or manager for review.

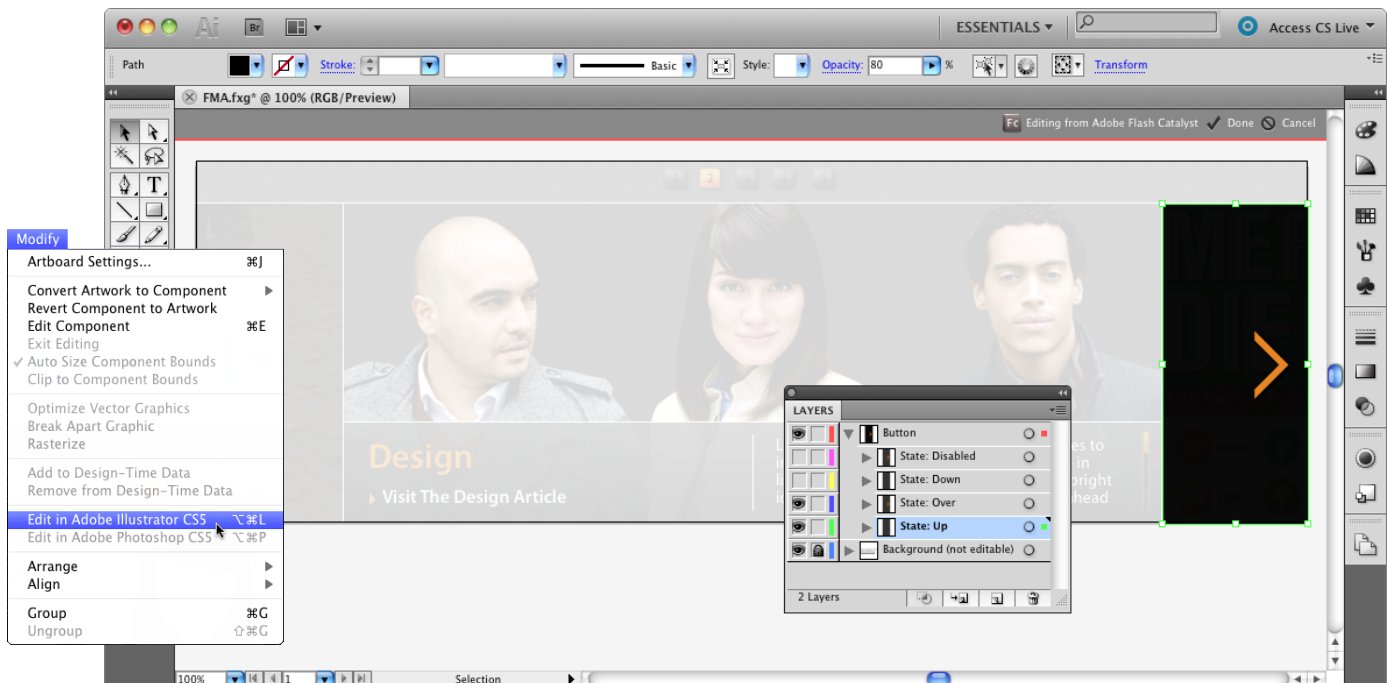
However, rarely do review cycles pass without change requests. With interaction design, seemingly small change requests—such as modifying the appearance of a button or a slider—can be extremely time-consuming, because the design comp is functional. In the past, you would have to start from the beginning by modifying the art in a design application and redefining all of the interactions.

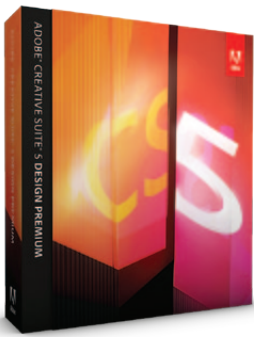
In Flash Catalyst, you can select a design element or component, and edit it in Photoshop CS5 or Illustrator CS5. Upon completion of the changes, the artwork is saved and automatically updated within the Flash Catalyst project. Any interaction or transitions that were applied to that element remain in place, unaffected by the artwork change.

For example, you might want to change the way a button appears when a cursor passes over it, which would require a change to the Over state of the button. You can select the artwork in Flash Catalyst and choose **Modify > Edit In Adobe Illustrator CS5** to take advantage of the familiar tools and creative power found in Illustrator. This command sets the following steps in action:

1. Flash Catalyst copies the button component, and also captures a snapshot of the entire page.
2. Illustrator opens a new document and places the snapshot, at 20% opacity, on a locked layer. This allows you to see your button in the context of your entire page design.
3. The button appears in position in the Illustrator document. The Layers panel reveals that all four states of the button are present in the Illustrator file, each on its own top-level layer.

Use the full power of Adobe Illustrator CS5 to edit interactive components. For more information on the new creative features in Illustrator CS5, see *Adobe Illustrator CS5 What’s New*.





Deliver innovative ideas across multiple media

Extend the reach and impact of your graphics to print, web, interactive, and mobile devices with Adobe Creative Suite 5 Design Premium.

Get more creative power at an appealing price. In addition to Flash Catalyst, CS5 Design Premium combines the latest versions of Adobe Photoshop Extended, Illustrator, InDesign®, Flash Professional, Dreamweaver®, Fireworks, and Acrobat® Pro, so that you can:

Use eye-catching images and graphics as elements in your interactive content. Enjoy tight integration between Flash Catalyst and Photoshop or Illustrator to incorporate high-quality images and graphics into interactive portfolios, product guides, microsites, and much more.

Craft outstanding print layouts that complement your interactive projects. Take advantage of superior typography, built-in creative tools, layout precision, and high-quality output in InDesign to produce outstanding print documents.

Incorporate interactive content in standards-based websites.

Use Fireworks and Dreamweaver to design, prototype, and develop attention-getting websites.

For more information, see *Adobe Creative Suite 5 Design Premium What's New*.

At this point, you can use the full Illustrator toolset to edit or design any of the states of the button component. Upon completing your edits, you can save the Illustrator file and return to Flash Catalyst. The design changes you made in Illustrator are updated in the button component without disturbing its structure, or any interactions or transitions that you may have already defined for it.

With roundtrip editing, you are free to tweak your designs at any point in the workflow, without losing the interactions you have defined in your project. It's never too late to make a design change to get everything just right with Flash Catalyst.

Pages and states

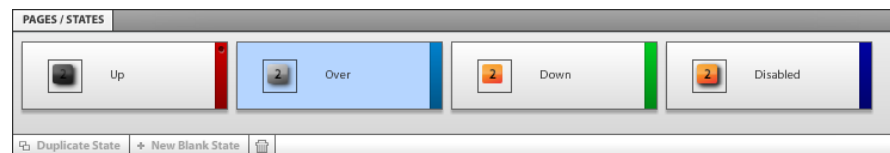
Flash Catalyst allows you to build an interactive user experience using concepts like pages and states, closely matching an experience that you are already familiar with from traditional print or web design, or when designing DVD/Blu-ray Disc interfaces. The Pages/States panel in Flash Catalyst makes it easy to navigate as you design, and provides a powerful, visual way to see exactly how content will look through different stages of user interaction.

Pages

Just as a brochure or a website may comprise of several pages, an interactive experience or a rich Internet application may take you from one screen to the next. In Flash Catalyst, each of these screens (such as the login screen) is defined as a page. For example, say you are designing a microsite, using layer comps in Photoshop, multiple artboards in Illustrator, or multiple pages in Fireworks to design what each page will look like. When you bring your design into Flash Catalyst, each of those pages still exist, and you can easily define buttons that a user can trigger to move from one page to the next.

States

Components such as buttons or sliders have various states. For example, a button might have four different states, representing its appearance when enabled, disabled, moused over, or clicked on. The Pages/States panel enables precise control over individual components and lets you create unique designs for specific types of interactions such as rollovers and clicks. Smooth animated transitions can easily be applied to objects, and actions can be triggered when a user interacts with the content and moves from page to page or state to state.



The Pages/States panel helps you organize your project and control various states for each component.

Smooth animated transitions

One of the appealing aspects of the Adobe Flash Platform is the expressiveness of the graphics—instead of choppy transitions, artwork moves or changes in appearance gracefully. Designers have traditionally created smooth transitions manually using tweens, or blends between different states of artwork, and a technique called easing, which controls the speed or acceleration of an animation, requiring additional time-consuming steps to achieve the desired look.

Flash Catalyst allows you to create smooth transitions with a single click in the timeline. This enables you to visually edit and create animated transitions between pages or states of components. You can specify the start and duration time in seconds, and quickly preview transitions and action sequences.

With Flash Catalyst, you don't have to manually create tweens or define motion—all of that happens automatically. Just as you define transitions such as fade and rotation in a presentation or movie, you can easily apply actions such as Fade, Move, Resize, Rotate, and Rotate 3D to any interaction in Flash Catalyst. The Smooth Transition function makes these effects all appear to ease in and out with that professional touch.

The Timelines panel provides an easy way to control the behaviors of elements in your interactive content.

Flash Catalyst lets you create more engaging content, since transitions can include objects that move and smoothly fade in and out. Ultimately, it extends your creativity by giving you much more control over the user experience—without having to write code or struggle to master complex techniques.

In Flash Catalyst, each interaction gets its own timeline, making it easy to specify transitions.

A Play button lets you preview transitions directly on the stage—no need to test your movie just to see what one transition looks like.

With an object selected, you can manually add actions such as controlling video playback or sound effects. Alternatively, you can move or adjust artwork on the artboard, and Flash Catalyst will automatically add the correct actions for you.

When an action is selected in the Timelines panel, the Properties panel displays settings for that action.

Smooth Transition Options

Duration: 0.5 sec

Timing: ☒ Simultaneous ☐ Fade Out - Move - Fade In

☐ Overwrite existing effects

PROPERTIES

Rotate 3D

Common

Angle from: 0 0 0

Angle to: 0 360 0

Duration: 0.75 sec

Delay: 0 sec

Easing: Default

Design-time data

Creating interactive experiences or dynamic applications can present new and unfamiliar challenges for designers. For example, if you're simulating the connection to a database, it's difficult to see the end result of a design until it's running and connected to a back-end system.

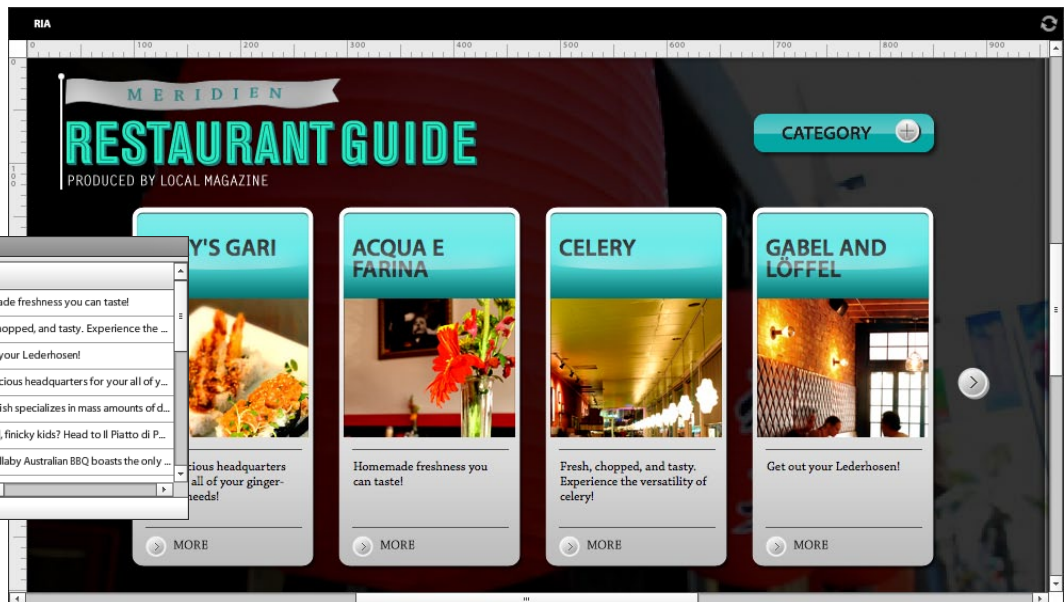
Say you want to create an interactive experience that simulates scrolling through a list of suggested restaurants in a city. Similar to placeholder text or FPO (For Position Only) images in print design, Flash Catalyst allows you to use mock data such as text or images without having to actually connect to a live server. Flash Catalyst uses the term *design-time data* to refer to this capability. Through an easy-to-use panel, you can enter information into a customizable table, just as easily as you would fill out a table in InDesign or a spreadsheet in Microsoft Excel.

First, you convert any artwork into a component with a variable number of columns and rows of data. Next, you connect a scroll-bar component to the list, allowing users to quickly navigate or scroll through the list items (in this example, restaurants located in a city). Easily add transitions and actions to control the behavior of each item in the list. This enables you to control the look and behavior of the complete user experience even when real data isn't available.

Just as important, using design-time data has additional benefits later in the workflow. A developer using Flash Builder can simply replace the design-time data with real data from a database or web service while maintaining the interactions and pixel-perfect design from Flash Catalyst.

With the help of the Design-time Data panel in Flash Catalyst, you can design a single component, load it with dummy data, and have it displayed automatically as a scrolling list.

TIMELINES	DESIGN-TIME DATA	
	Text 1	Text 2
1	ACQUA E FARINA	Homemade freshness you can taste!
2	CELERY	Fresh, chopped, and tasty. Experience the ...
3	GABEL AND LÖFFEL	Get out your Lederhosen!
4	GARY'S GARI	The delicious headquarters for your all of y...
5	HAPPY FISH	Happy Fish specializes in mass amounts of d...
6	IL PIATTO DI PASTA	Got wild, finicky kids? Head to Il Piatto di P...
7	LAKE WALLABY	Lake Wallaby Australian BBQ boasts the only ...



Video and dynamic media

Designers are always looking for a creative edge, and adding video content can be compelling for creating interactive marketing and promotions. For video professionals, creating an online portfolio of their work gives them the ability to acquire more clients.

With Flash Catalyst, you can integrate video, sound effects, and dynamic media as easily as working with static artwork—even scale or position video content as you would an image. Once you place video into a project, standard playback controls are automatically added, or you can turn any piece of artwork into a video control. Flash Catalyst dramatically reduces the time it takes to incorporate sound and video to your projects.

Royalty-free sound effects

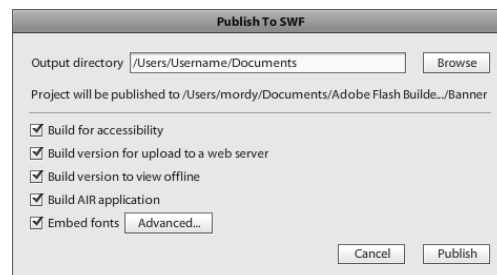
Resource Central*, accessible from Adobe Soundbooth® CS5 (available separately), gives you access to over 9,000 sound effects you can import into your Flash Catalyst compositions. Flash Catalyst and Soundbooth are also available together in Adobe Creative Suite 5 Production Premium.

Flash Catalyst can import FLV and F4V files like those exported from Adobe Premiere Pro or After Effects software. You can also use Adobe Media Encoder (included as a separate application) to convert just about any video file for use within Flash Catalyst.

In addition to video, Flash Catalyst can also import SWF files, such as animations, that you or another designer or developer may have created with Flash Professional. Once you have them positioned in your layout, you can specify actions that include Play, Go To Frame And Play, Pause, and Stop, for full control over the playback of the SWF file.

Publish as SWF and AIR files

With Flash Catalyst, you can leverage the reach of the Adobe Flash Platform to deliver content easily across the web and the desktop. Once you've completed your project, you can export it as a finished SWF file that can be viewed with the popular Adobe Flash Player 10 or as an Adobe AIR file that can run across platforms as a desktop application. This makes it easy to deliver a finished project to a customer or to publish on the web, taking advantage of all of the expressiveness, consistency, and reach that Flash Player and AIR provide.



An easy-to-understand dialog box helps you publish your content for a variety of needs—all in one step.

*See the last page for details and limitations related to all Adobe online services.

System requirements

Windows

- Intel® Pentium® 4 or AMD Athlon® 64 processor
- Microsoft® Windows® XP with Service Pack 2; Windows Vista® Home Premium, Business, Ultimate, or Enterprise with Service Pack 1; or Windows 7
- 1GB of RAM (2GB recommended)
- 1GB of available hard-disk space for installation; additional free space required during installation (cannot install on removable flash-based storage devices)
- 1024x768 display (1280x800 recommended) with 16-bit video card
- DVD-ROM drive
- Java™ Runtime Environment 1.5 (32 bit) or 1.6
- Broadband Internet connection required for online services*

Mac OS

- Intel® processor
- Mac OS X v10.5.7 or v10.6
- 1GB of RAM (2GB recommended)
- 1GB of available hard-disk space for installation; additional free space required during installation (cannot install on a volume that uses a case-sensitive file system or on removable flash-based storage devices)
- 1024x768 display (1280x800 recommended) with 16-bit video card
- DVD-ROM drive
- Java™ Runtime Environment 1.5 or 1.6
- Broadband Internet connection required for online services*

For updates to system requirements, visit www.adobe.com/go/flashcatalyst_systemreqs.

With Flash Catalyst, you can publish accessible content with the following options at the click of a single button:

- **Deploy To Web.** Publish all necessary support files to upload your content to a web server. Content can run within its own HTML page, or you can integrate it into existing web pages (for example, with Dreamweaver) to play back just like any embedded SWF content.
- **Run Local.** Publish all necessary support files to run your content directly on your desktop. Content can run directly within your web browser.
- **AIR.** Publish a single self-sufficient AIR file that can run directly on the desktop. You can use this option to send a client or a manager a quick preview of the project you've been working on or to deploy your content as a cross-platform desktop application.

Flash Builder integration

Flash Catalyst offers you the ability to design expressive interactive content without writing code. When a project requires development—for example, a connection to data services—you can hand your Flash Catalyst project over to a developer who can open it directly in Flash Builder, preserving design fidelity and interactions that you've defined.

Everything you do in Flash Catalyst—from artwork creation to defining interactivity—is automatically expressed in MXML, the language of the Flex framework, behind the scenes.

Flash Catalyst saves files in the FXP format—the same project file format that Flash Builder uses. This clean separation between the design and the application logic makes it easy for developers and designers to work together in an efficient and productive manner.

Flash Builder 4 Standard is included with Adobe Creative Suite 5 Web Premium.

About Adobe Systems Incorporated

Adobe is the world's leading provider of software solutions to create, manage, and deliver high-impact, reliable digital content. For more information, visit www.adobe.com.

Expected ship date

Second quarter 2010

For more information

Product details:

www.adobe.com/flashcatalyst



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

*This product may allow you to extend its functionality by accessing certain features that are hosted online, including CS Live online services ("Online Services"), provided you have a high-speed Internet connection. The Online Services, and some features thereof, may not be available in all countries, languages, and/or currencies and may be discontinued in whole or in part without notice. Use of the Online Services is governed by separate terms of use and by the Online Privacy Policy, and access to some services may require user registration. Some Online Services, including services that are initially offered at no charge, may be subject to additional fees and require a separate subscription. For more details and to review the applicable terms of use and Online Privacy Policy, visit www.adobe.com. For more information about CS Live online services, see www.adobe.com/go/cslive.

Adobe, the Adobe logo, Acrobat, Adobe AIR, Adobe Premiere, After Effects, Creative Suite, Dreamweaver, Fireworks, Flash, Flash Builder, Flash Catalyst, Flex, Illustrator, InDesign, Photoshop, and Soundbooth are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. AMD Athlon and AMD Phenom are trademarks or registered trademarks of Advanced Micro Devices, Inc. Mac OS is a trademark of Apple Inc., registered in the U.S. and other countries. Intel and Pentium are trademarks of Intel Corporation in the U.S. and other countries. Microsoft, Windows, and Windows Vista are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Java is a trademark or registered trademark of Sun Microsystems, Inc. All other trademarks are the property of their respective owners.

© 2010 Adobe Systems Incorporated. All rights reserved. 1/10

Adobe Flash authoring tools

With Creative Suite 5, Adobe delivers a variety of tools with the capability to author interactive content for the Adobe Flash Platform. Each project you work on is unique, presenting various requirements and specifications regarding design, development, and deployment. This comparison chart is a quick reference that will help you choose the best tool or tools for what you want to accomplish.



	Flash Professional	Flash Catalyst	Flash Builder
Typical projects	Rich content, interactive video content, advertising, games	User interfaces, rich Internet applications, microsites, prototypes, widgets	Rich Internet applications
Product description	An authoring tool that enables you to create immersive experiences that can include video content	An interaction design tool that enables you to transform artwork into functional interfaces and interactive content	An integrated development environment (IDE) that enables you to develop rich Internet applications
Project approach	Free-form design	Structured interaction design	Structured development
Project organization	Timeline and frames	Pages and states	Projects
Motion capabilities	Advanced vector animation	Transitions, basic movement	Transitions
Video playback	Encoding & advanced playback controls	Basic video playback controls	Advanced playback controls
Extensibility	ActionScript coding or components	Flash Catalyst components or export to Flash Builder to add more functionality	Flex coding/components, ActionScript coding/components
Coding knowledge required	Some ActionScript coding	None	Advanced ActionScript or MXML
Playback support	Flash Player, AIR, Flash Lite, iPhone*	Flash Player 10, AIR	Flash Player, AIR

*The Packager for iPhone tool, included with Flash Professional CS5.5, compiles ActionScript bytecode into native iPhone application code. iPhone applications are distributed as iPhone application installer (IPA) files, via the iTunes store.