Open Screen Project

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"Adobe is spearheading the Open Screen Project with support from industry leaders who share a common vision to provide rich, interactive experiences across computers, devices and consumer electronics," said Shantanu Narayen, chief executive officer at Adobe. "A consistent, more open platform for developers will drive rapid innovation, vastly improving the user experience."

The Open Screen Project is dedicated to driving consistent rich Internet experiences across televisions, personal computers, mobile devices, and consumer electronics. The Open Screen Project is supported by technology leaders, including Adobe, ARM, Chunghwa Telecom, Cisco, Intel, LG Electronics Inc., Marvell, Motorola, Nokia, NTT DoCoMo, Qualcomm, Samsung Electronics Co., Sony Ericsson, Toshiba and Verizon Wireless, and leading content providers, including BBC, MTV Networks, and NBC Universal, who want to deliver rich Web and video experiences, live and on-demand across a variety of devices.

The Open Screen Project is working to enable a consistent runtime environment – taking advantage of Adobe® Flash® Player and, in the future, Adobe AIR™ -- that will remove barriers for developers and designers as they publish content and applications across desktops and consumer devices, including phones, mobile internet devices (MIDs), and set top boxes. The Open Screen Project will address potential technology fragmentation by allowing the runtime technology to be updated seamlessly over the air on mobile devices. The consistent runtime environment will provide optimal performance across a variety of operating systems and devices, and ultimately provide the best experience to consumers.

Specifically, this work will include:

   * Removing restrictions on use of the SWF and FLV/F4V specifications

   * Publishing the device porting layer APIs for Adobe Flash Player

   * Publishing the Adobe Flash® Cast™ protocol and the AMF protocol for robust data services

   * Removing licensing fees – making next major releases of Adobe Flash Player and Adobe AIR for devices free