

Video Integration

Macromedia Flash MX 2004 Professional



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Agenda



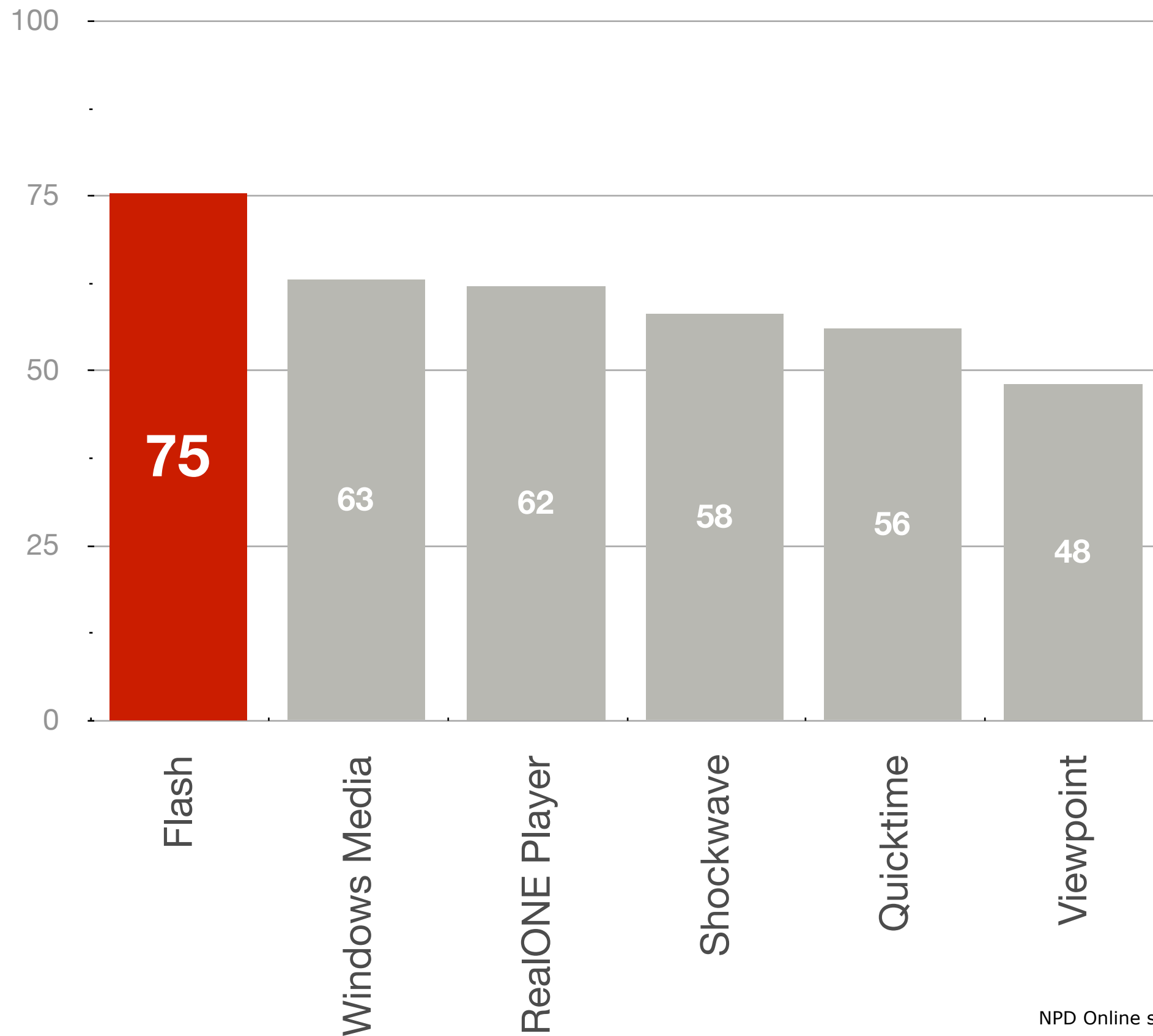
- Why Flash Video?
- Creating Video Content
- Exporting Video for Flash
- Video Integration (Designers)
- Video Integration (Coders)
- Sites of Inspiration

Why Flash Video?



- Ubiquity
- Full Creative Control
- Rich, Interactive Contextual Video

Flash 7 Player (Canada) Major Media Players



Sites of Inspiration



- Saturn Relay
www.saturn.com/saturn/showroom/relay/
- Vodafone Future
www.vodafone.com/flash/futures/
- Risen Magazine
www.risenmagazine.com/
- Porsche Carrera GT Weissach
www.porsche.com
- Discovery Broadband
highspeed.discovery.com

Creating Video Content



- Plan Your Footage
- Avoid Zooming In / Out too Much
- Steady Does It
- Where Are You?
- Lighting, Lighting, Lighting
- Shoot with Compression in Mind

Flash Video Exporter



- Available **ONLY** in Flash MX Professional 2004
- Uses Sorenson Spark Pro Codec
- Plugin for Quicktime Pro, Final Cut, After Effects, Avid Express DV, Anystream Agility, Discreet Cleaner

Flash Video Exporter





Flash Video (FLV) Exporter



☒ Video

Encoding Method: Better (1 Pass VBR)

Frames per second: Same as source

Quality: Custom

Limit data rate to: 56 kbits/sec

Keyframes: Custom

Keyframe every 10 frames

Motion Estimation: Faster

☒ Audio

Bitrate: 32 kbits/sec (Mono)

Other

Resize to: None

Width: 344 100 %

Height: 258 100 %

☒ Lock Aspect Ratio

Deinterlacing: None

Cancel OK





Video for Designers



- Media Components
- Flash Behaviours

Media Components



- MediaPlayer
- MediaDisplay
- MediaPlayer
- MediaController



Video for Coders



- Practical Code Samples



