


# Apollo: Desktop Application Launch


## Key Differences between Apollo and its Alternatives

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### Apollo: Launch Check in the Desktop Realm





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- Flash/Flex Applications on the desktop

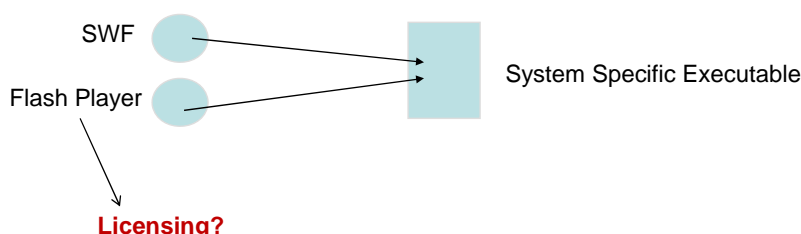
Flash Projector (EXE/HQX)	SWF2EXE	APOLLO (.AIR)
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Zinc  
SWFKit  
Jugglor  
Screenweaver  
mProjector (AS2)  
SWF Studio (AS2)

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- In general a swf2exe product takes the application SWF along with the Flash Player and compiles them into a native desktop executable for platforms such as Microsoft Windows, Mac OS X, and Pocket PC





SWF

Flash Player

System Specific Executable


**Licensing?**

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**swf2exe solutions stress a deep level of integration between the operating system and the hosted application running in the swf2exe projector:**

- Launching external programs
- Native interaction with system shared libraries (.dll)
- Utilizing system tray icons
- Reading and writing files and directories
- Reading and writing to the System registry
- Accessing databases
- Custom program installers

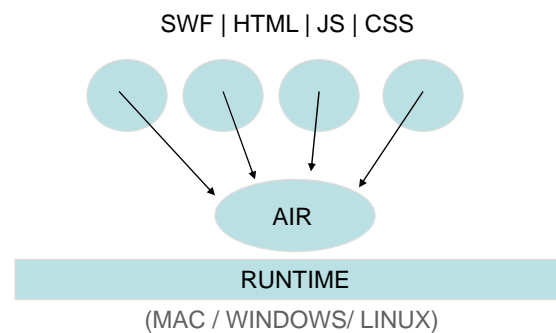
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**General issues with swf2exe:**

- **PLATFORM DEPENDENCIES:**
  - Functionality
  - Development
- **COMPATABILITY:**
  - Final output is platform specific
- **PLAYER LICENSING:**
  - Generally swf2exe license the player to package with the executable from Adobe for you
  - Some wrappers require additional licensing concerns
- **COST:**
  - Many swf2exe programs have cost associated per delivery platform



**When developing an Apollo application, you have the added benefit of writing your application using HTML/CSS/JavaScript with or without the use of a SWF.**





One of the main goal of Apollo is **to extend the reach and richness of web applications onto the cross-platform desktops and not require a browser or a network connection**

- True cross platform deployment without specific cross platform development – RUNTIME
- Ability to VERY easily port existing web apps. To desktop
- Desktop functionality such as:
  - Reading and writing files and directories
  - Custom program installers
  - Sometimes-connected-application
  - Runtime distribution rights



**General issues with runtimes are generally:**

- **REACH:**
  - Adobe is a world leader in software ubiquity - period.
    - Flash, Acrobat, Shockwave, etc.
- **COMPATABILITY:**
  - Initial **solid** support for PC and Mac OS, with Linux on the map
- **VERSIONING/UPDATING:**
  - Full backwards compatibility
  - Instance runtime versions automatically managed
- **FUNCTIONALITY/SECURITY:**
  - Tricky balance between security restriction and enabling functionality



### Apollo Differentiators & Key Features


- Online/Offline API
- Application Update Functionality
- Native PDF Support
- Native HTTP Browser
- Windowing API
- Universal Skinning
- Save data to physical drive in native AMF!




### While remembering that Apollo is not a swf2exe and also in ALPHA 1, when v1.0 is released, there is good swf2exe style functionality planned:


- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>•Full file I/O API*</li> <li>•Multiple window chrome modes (including native and custom/transparent)*</li> <li>•ActionScript/JavaScript script bridging*</li> <li>•Icon support*</li> <li>•PDF support*</li> <li>•Online/offline APIs*</li> <li>•Settings/data persistence APIs*</li> </ul> | <ul style="list-style-type: none"> <li>•Drag and drop support*</li> <li>•Copy and paste support*</li> <li>•Native file picker dialog boxes*</li> <li>•Full native window support*</li> <li>•File extension registration*</li> <li>•Launching an application to handle a file type*</li> <li>•Full control of the right-click menu*</li> </ul> |
|--|---|

*\*[http://labs.adobe.com/wiki/index.php/Apollo:DeveloperFAQ#What\\_are\\_some\\_of\\_the\\_features\\_included\\_in\\_the\\_Apollo\\_alpha.3F](http://labs.adobe.com/wiki/index.php/Apollo:DeveloperFAQ#What_are_some_of_the_features_included_in_the_Apollo_alpha.3F)*

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# Q&A?

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