



# Flash Mobile: Developing Android and iOS Applications (Visualizing the Web)

*By Matthew David*

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Build rich media applications for the iOS and Android platforms with this primer to Flash mobile development. You get all of the essentials-from setting up your development environment to publishing your apps to the Google Market Place/Apple iTunes App Store.

Develop elementary applications without coding; then realize the power of ActionScript 3 to add rich complexity to your applications. Step-by-step instruction is combined with practical tutorial lessons to deliver a working understanding of the development stages including:

\*Rapid prototyping \*Adding interactivity, audio, and video \*Employing iOS and Android Interface Calls \*Hardware optimization with AIR \*Game development; game engines, controlling physics, and 3D \*Designing for iPad, Android tablets, and Google TV \*Code optimization, testing, and debugging

User interfaces are presented in full color to illustrate their nuances. The companion website, [www.visualizetheweb/flashmobile](http://www.visualizetheweb/flashmobile), includes all of the AS3 code, project files, and a blog to keep you up to date with related news and developments.

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### **Editorial Review**

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#### **About the Author**

Matthew David is a specialist developing rich Web solutions using technologies like Flash and the latest Web design techniques. In addition, he works in online sales, marketing, and search engine optimization, with the aim of driving business to customer sites. Matthew partners with many companies as a business strategist, works closely with the World Wide Web Consortium Group (W3C), and is on Adobe's Advisory team.

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