

When Flash Can Be Run On Apple's Products

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Everyone, especially iPhone developers know that Flash is not working on iPhone, iPod Touch or iPad devices. Speaking with the Bloomberg news service on the sidelines of the World Economic Forum in Davos, Switzerland, Adobe CEO Shantanu Narayen acknowledged that even after months of striving, a workable version of Flash for the iPhone remains a tough nut to crack. 'It's a hard technical challenge, and that's part of the reason Apple and Adobe are collaborating,' Narayen told Bloomberg Television. 'The ball is in our court. The onus is on us to deliver. To bring the full capabilities of Flash to the iPhone Web-browsing experience we do need to work with Apple beyond and above what is available through the SDK (the iPhone software development kit) and the current license around it.'



Though the relationship between Adobe and Apple had reached the bottom, Adobe CEO Shantanu Narayen said Flash cannot be run on iPhone is 'Apple issue'. In January, Apple CEO Steve Jobs had accused Adobe for being lazy to have potential to do things. Adobe has come up with a way to let iPhone developers write Flash applications for Apple's iPhone, iPod Touch, and

iPad devices, even without the support of Apple. Adobe has been trying to work with Apple for more than one year to get its Flash running on Apple's devices, but they still need more cooperation.

It seems that consumers who bought Apple's products can see sunlight from the cooperation between Adobe and Apple. However, things are not that easy. As the new operating system on iPhone – iPhone OS4 came out, poor iPhone developers will be restricted by using Objective-C, C, C++, and JavaScript only. This directly affects Adobe's Packager for iPhone that allows developers to work with Flash via Adobe ActionScript, and then convert it to an iPhone app on the fly. Any application developed in this way would be rejected due to Apple's new restriction. And When Steve Jobs was asked if there were plans to add Flash or Java on live from Apple's iPhone OS 4 event, his response was a flat: No.



Adobe will be placed in an embarrassing position. The Packager for iPhone was supposed to be a bright feature in the upcoming Flash CS5. And now, iPhone developers and end-users couldn't see any hope from this endless war. Running Flash on Apple's products still have long way to go.

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