

Punchkick Interactive Co-Founders Author Article for Adobe.com

Punchkick Interactive co-founders Ryan Unger and Zak Dabbas have published an article on Adobe.com titled Developing Flash Lite for BREW applications for Verizon Wireless.

February 20, 2008 (FPRC) -- Punchkick Interactive co-founders Ryan Unger and Zak Dabbas have published an article on Adobe.com titled Developing Flash Lite for BREW applications for Verizon Wireless.

At the October 2006 Adobe MAX conference, Adobe and Verizon Wireless announced a partnership that would make Flash Lite content available to over 37.5 million Verizon Wireless subscribers. Flash Lite developers were understandably excited about the announcement, and teaching developers how to create content for Verizon Wireless became a central focus of the MAX conference.

The article teaches readers how to develop Flash Lite for BREW content directly for Verizon Wireless. It details the process of becoming an authorized Qualcomm BREW developer, testing your Flash Lite for BREW content on a Verizon Wireless handset, and selling content through Verizon Wireless.

In addition to detailing the technical specifics of creating Flash Lite for BREW content, the article also discuss the pros and cons of using the direct model for developing and distributing Flash Lite for BREW content?including the real costs and anticipated returns on a development investment. It also briefly covers the process of selling content through a content catalog partner, and the pros and cons associated with doing so. Read the full article on Adobe.com.

The article was written in response to the October 2006 Adobe MAX conference, where Adobe and Verizon Wireless announced a partnership that would make Flash Lite content available to over 37.5 million Verizon Wireless subscribers. Flash Lite developers were understandably excited about the announcement, and teaching developers how to create content for Verizon Wireless became a central focus of the MAX conference.

Ryan Unger is the co-founder and creative director for Punchkick Interactive. He has over six years of experience with Flash software and is an Adobe Certified Flash Lite 1.1 developer, Adobe Certified Flash 8 designer, and Qualcomm BREW authorized developer. Ryan is heavily involved in the Flash Lite community, both in Flash Lite-focused Web forums and his company's mobile marketing blog.

Zak Dabbas is the co-founder and managing partner of Punchkick Interactive. He is an accomplished copywriter and plays a key role in all creative development for Punchkick Interactive. Zak is a graduate of the Case Western Reserve University School of Law and is a member of the American Intellectual Property Law Association.

About Punchkick Interactive Inc.

Punchkick Interactive TM is a full-service mobile marketing company that develops Flash Lite enabled applications, games and screensavers, text-message campaigns, mobile-media and SMS

distribution systems, mobile WAP site design and WAP site hosting, and Bluetooth marketing campaigns. For more information visit <http://www.punchkickinteractive.com> or call (800) 549-4104.

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