

Web 2.0: Flash vs. Ajax

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- **Web 2.0**
 - **Read-only becomes take-part-web**
 - **Widgets**
 - **Communities**
 - **APIs**
 - **Mashups**
 - **AJAX**

- Flash in Web 2.0:





But lets do the homework first

- **Ajax, a amalgamate between JavaScript, Document-Object-Model and XML**
- **Asynchronous JavaScript and XML**
- **XHR = XMLHttpRequest is an API that can be used by JavaScript, and other web browser scripting languages to transfer XML and other text data to and from a web server using HTTP, by establishing an independent and asynchronous communication channel between a web page's Client-Side and Server-Side.**

Simple definition:

- **AJAX = DHTML + XHR**
- **That is to say Ajax is both fancy effects on a web page and dynamic communication with a server to reduce waiting.**
- **Examples:**
- <http://adobemax2007.com/europe/sessions/>
- <http://weblogs.macromedia.com/mxna/reports/categoryFeedReport/>

Pro's of AJAX:

- **Searchability**
- **Openness**
- **Cost**
- **Accessibility**
- **Security**

Pro's of Flash (comparing to AJAX):

- **Media Handling**
- **Compatibility**
- **Vector Graphics**
- **Machine Access**
- **AS3 and Flex**

Why not combine it?

- **AFLAX (Asynchronous Flash and XML)**
- <http://weblogs.macromedia.com/flashjavascript/>
 - **Bidirectional Communication Flash/JS**
- <http://finance.google.com>



A LITTLE BIT MORE NERD STUFF

AJAX & Flex solutions from Adobe:

Ajax Data Services

- Ajax-Client for Flex-Datendienste (FDS)
- FDS for Hibernate or JDO to save objects in their actual status
- JavaScript Lib to give Ajax developers access to the messaging- and Datamanagement capabilities of Flex Data Services direct from

http://labs.adobe.com/wiki/index.php/Ajax_Data_Services

FABridge

- FABridge enables data exchange between Ajax and Flex

http://labs.adobe.com/wiki/index.php/Flex_Framework:FABridge

Flash-Ajax Video Component

- Videofunctionality in AjaxApplications
- Flash 8, 15k, skinable, opensource BSD
- Integrated API to change properties like videoposition, -size, -scaling and parameters like cuepoints, audiocontrol

http://labs.adobe.com/wiki/index.php/Flash-Ajax_Video_Component

Deeplinking:

SWFAddress: small JS on top of SWFObject enables the Back, Forward, Reload buttons creates unique URLs with page titles uses the ExternalInterface functionality introduced in Flash Player 8 technique that enables search engine indexing for deep Flash links

<http://www.asual.com/swfaddress/>



APIs, MASHUPS & Full-Flash in Web2.0





Web 2.0 without Flash is just Web 1.5
Its powerful to combine with AJAX



Thank you

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