

ZoomFlex European Tour 08

Straker Interactive will be visiting 7 major European cities running FREE breakfast seminars on ZoomFlex, Flex, AIR and Cairngorm. They will also be showcasing their powerful multilingual authoring capabilities.

Barcelona: Monday July 14th

Brussels: Tuesday 15th July

Amsterdam: Friday 18th July



Munich: Thursday 3rd July

Zurich: Tuesday 8th July

Milan: Thursday 10th July

Learn how Flex , AIR and rapid development tools like ZoomFlex can accelerate your development and help grow you business in the rich internet space.

“ZoomFLEX has enabled us to build an enterprise level FLEX application despite minimal knowledge of FLEX when we started the project.”

Arnold Young, Nice Touch Solutions, San Francisco, USA.

Register [here](#) or email david@shadocms.com



Seminar Agenda

Time	Session	Session Overview
7:45:00 AM - 8:30AM	Registration and Welcome	
8:30AM to 9:30AM	RIA Commercial Application	Example from around the globe of how organisations are using Flex and AIR Technologies and some of the success they are having
9:30AM to 10AM	Partnering	Partnering to build business. Different partnership and joint venture models deployed by Straker across geographies
10:00AM to 10:30AM	Coffee and Networking	
FOR FLEX DEVELOPERS		
10:30AM to 11:00AM	Building a Flex Application - Part 1	Tutorial showing why Cairngorm is the preferred Flex development framework through the rapid development of a working Flex application using ZoomFlex
11:00AM to 11:30AM	Coffee and Networking	
11:30AM to 12:30PM	Building a Flex Application - Part 2	Follow-on session that shows how to port the ZoomFlex project into Flex Builder, the power of the MVC framework, how to apply design layers and the value of the integrated Shado dataservices
12:30 PM	Close	Availability post 12:30 for one on one sessions

Why Attend

Rich Internet Technologies including Flex, AIR and more are rapidly changing key customer and user interaction points on the Internet. Gartner already predicts that, by 2010, 60% of all web application development will be RIA based.

There are a number of emerging options around RIA development but with the ubiquity of the Flash player and the power of AIR Adobe are in a unique position to gain a large platform share in this market.

Grow your business

Our experience from across the globe shows that uptake of RIA is being demand driven and with the speed at which RIA technology is being introduced and a reasonably steep learning curve - offering these solutions to clients is more difficult than many expect. ZoomFlex can reduce the learning curve and give you confidence to deliver RIA application without risk and with the ability to ensure you get the maximum return on RIA projects.

Partnership

Straker have offices around the world and a consulting division based in London that can support and assist with your RIA projects should you require it. We were the first company in the world to sign an OEM for Flex back in 2004 and are one of the most experienced Flex development companies in the world.

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- **Learn how Flex , AIR and rapid development tools like ZoomFlex can accelerate your development and help grow you business in the rich internet space.**
- **Meet technology partners who have ZoomFlex plugins that enhance streaming media, multilangauge support and more**
- **Engage with the Straker team to consider partnering opportunities**

Tour Schedule

Munich: Thursday 3rd July

Format: Seminar

Venue: TBA

Zurich: Tuesday 8th July

Format: Meetings

Milan: Thursday 10th July

Format: Seminar

Venue: TBA

Brussels :Tuesday 15th July

Format: Meetings

Amsterdam: Thursday 17th July

Format: Seminar

Venue: TBA

* If you are in a meeting format city contact david@shadocms.com to book a one on one meeting. Straker will be able to meet at a suitable time and location

Register [here](#) or email david@shadocms.com

About Straker Interactive

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Straker Interactive have been in business since 1999 and are the manufacturers of ShadoCMS and ZoomFlex. We were the first company in the world to sign a 6 figure OEM (pre FLEX being an open source solution) contract with Adobe (then Macromedia) for FLEX in 2004, and are one of the most experienced FLEX development companies in the world.

Having committed very early to the FLEX technology set we learnt a lot about building and deploying FLEX applications of all sizes and were able to use this knowledge to build ZoomFlex.

We have offices in Auckland New Zealand (main development centre), Sydney Australia, London (UK office), Ireland (European Head Office) and San Francisco. We have over 300 clients globally utilizing ShadoCMS which is our core product set but also includes the ZoomFlex functionality.

As Authorized Adobe Training partners we can also offer comprehensive ZoomFlex and FLEX training onsite, at our premises or via the web.

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