

Message

From: Greg Smith [gsmith@movenetworks.com]
Sent: 4/21/2008 7:11:30 PM
To: John W. Edwards [john@movenetworks.com]; Douglas Parrish [dparrish@movenetworks.com]
Subject: Re: Apple

We are at the stage of scoping. An initial PRD exists; PM and Dev are working on timelines.

On 4/20/08 2:50 PM, "John W. Edwards" <john@movenetworks.com> wrote:

Doug & Greg,

I sent you a copy of the email below a few weeks back. I was wondering if you might have an update on the potential and status for iPhone client. I am not expecting that it would be completed at this point. I simply told Dan I would report on it in upcoming board meeting --what ever the status. I want to fulfill that commitment and therefore asking for the update I requested a few weeks back.

John

John Edwards

President & CEO

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----- Forwarded Message

From: "Beldy, Dan" <Dan.Beldy@steamboatvc.com>
Date: Wed, 5 Mar 2008 12:19:21 -0700
To: "John W. Edwards" <john@movenetworks.com>
Cc: Doug Hickey <DHickey@humwin.com>, Bill Gurley <bgurley@benchmark.com>, <drew_major@yahoo.com>
Subject: Apple

John,

Do we have someone on bizdev side that can jump on this – does it make sense for us to integrate and spend time here? Leverage ABC / ESPN Disney connection via content to iPhone.

Dan

Prospects for Flash on iPhone dim with Jobs comment

By Ed Oswald, BetaNews

March 5, 2008, 1:01 PM

Neither the desktop nor mobile versions of Adobe Flash are apparently good enough for the iPhone in Steve Jobs' eyes, as stated in his first public comments on the matter.

Some had hoped that Thursday's expected announcement of the iPhone SDK would bring Adobe Flash support as well. However, with Jobs' comments to shareholders Tuesday, the chances of that now look unlikely, if not impossible.

Adobe produces Flash Lite, a scaled-down version of its multimedia platform for the mobile phone, but Jobs seemed to indicate that was just not good enough for the iPhone.

On the other hand, the full version apparently works too slowly to be used on the device. "There's this missing product in the middle," Jobs told investors. So whether Flash will ever be available to iPhone users is still up in the air.

Don't ask Adobe on Flash's status either. The company itself has said only Jobs knows when and if they will ever support flash. But at the same time, the company itself never planned for the standard version Flash to work on anything other than the desktop.

There are many considerations that need to be addressed before Flash could work correctly on the iPhone. First, Adobe needs to take into account processing, memory, and battery use constraints, something it generally does not need to worry about in desktop computing.

Secondly, Adobe needs to recompile the code and optimize it for the iPhone's ARM processor, two things that Apple couldn't necessarily do on its own. With all this groundwork needed only to make Flash work, the prospects for the technology on the device are not looking good at all.

Add to this Apple's increasing distance from Adobe in its development materials for the iPhone -- its web applications guidelines urge its developers to avoid Flash -- and even its movement outside of the iPhone (where its website now includes practically no Flash at all), and this amounts to a very strained relationship.

----- End of Forwarded Message

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