Almer/Blank

Adobe® Creative Suite® Web Premium

Crafting digital interfaces that sizzle
Like its tagline says, Almer/Blank impacts audiences with its engaging, interactive media solutions. From its PAX Wardrobe Planner for IKEA to a digital universe for Spinmaster's Liv Girls dolls, the Los Angeles-based agency specializes in delivering high-end applications built on Adobe Flash® technology. Led by co-founder and CTO R Blank, who oversees all application and media development for the firm, Almer/Blank creates rich media experiences for Fortune 500 companies.

Recently, Blank and his team leveraged Adobe Creative Suite 5 Web Premium software to deliver the Toyota Dealership Network (TDN.tv), a pilot video network for Gulf States Toyota, an innovative network of Toyota dealerships in North America. With TDN.tv, 150 Gulf States Toyota dealers now have their own TV network—with content that can be controlled through a dedicated CMS. With TDN.tv, an implementation of the **BLACK**BOX content management and distribution platform, Toyota gives dealers a way to communicate directly with consumers through their websites and within dealerships.

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A unified design and development workflow

Using the simple point-and-click controls that come with **BLACK**BOX, Toyota dealers can publish their own video networks for easy incorporation into their own sites, and Gulf States Toyota can manage the entire catalog of content, which can be viewed through the main site.

"Getting media to users on computers effectively requires Adobe Flash technology," says Blank. "Adobe Flash authoring tools let us achieve an incomparable level of fidelity, motion design, animation, and effects with TDN.tv."

Facing a tight timeline for delivering TDN.tv, Almer/Blank customized its design and development workflow, taking advantage of integrated Adobe Creative Suite Web Premium components, to meet project milestones. "Our engineers devised

a sleek production workflow that used Adobe Flash Catalyst to connect pixel perfect designs created in Photoshop and Illustrator with Flash Builder and Flash Professional development," says Blank.

Almer/Blank delivered TDN.tv in less than two months. Toyota used local media buys to promote TDN.tv and tracked responses through to dealership websites using Adobe Digital Marketing Suite.

Looking ahead, Almer/Blank anticipates even more efficiencies from the latest versions of the Flash authoring tools. "The ability to create projects in Flash Professional CS5.5 enables us to link FLA files so changes are applied across all files automatically, simplifying development for multiple devices like iOS or Android™ smartphones and tablets," explains Blank. "Also, the round-trip workflow between Flash Catalyst CS5.5 and Flash Builder 4.5 supports design changes from within Flash Builder 4.5 without the need to re-import assets."

For more information: *www.adobe.com/products/creativesuite/webpremium*