

Flash Video Crash Course

Lisa Larson

go:toGroup Inc.

www.flashconnections.com





Rocket
Science

It's really as easy as

1-2-3

1. **Convert** into Flash Video format
2. **Create a player** in Flash CS3
3. **Publish** to the web!

What is Flash video?

FLV =

FLASH VIDEO

What are all these files for?!

FILE TYPES	DESCRIPTION	SIMILAR TO...
.FLA	layered source	Premier project file
.SWF	exported player	DVD navigation?
.FLV	video file	Final exported video



Spark : Flash Player 6+

VP6 : Flash Player 8+

FL

Why would you want
to use Flash video?

Very good video quality.

Interactivity.

It just works.

1.

CONVERT to FLV

Best quality,
UNCOMPRESSED
source!

- ▶ AVI on PC
- ▶ QuickTime (Video codec) on Mac

Accepted Formats

- ▶ AVI (.avi)
- ▶ DV (.dv)
- ▶ QuickTime (.mov)
- ▶ MPEG-4 (.mp4)
- ▶ MPEG (.mpg, .mpeg)
- ▶ Windows Media Video (.wmv)

Bitrate voodoo

CONNECTION SPEED	EQUAL TO	RECOMMENDED BITRATE
512 kbps	High-speed DSL/Cable	410 kbps
310 kbps	DSL/Cable	248 kbps
56 kbps	Dial-up	47 kbps



Sorenson Squeeze



On2 Flix



Adobe Flash Video Encoder >>

QuickTime FLV Exporter

RIVA encoder (PC)

2.

CREATE a PLAYER

FLV Playback Component

- ▶ adds controls
 - ▶ play/pause, rewind, ff, scrub, etc.
- ▶ skinnable & customizable
- ▶ configurable via wizard (or code)
- ▶ reads chapter markers

FL

LET'S DO IT >>

3.

PUBLISH

Progressive

[standard web server]

Streaming

[Flash Media Server]

So, which method should I choose?!

Progressive

- ✓ Downloaded to local harddrive
- ✓ Seek only to downloaded frames
- ✓ Easy deployment

Streaming

- ✓ Never downloaded
- ✓ Seek to any frame
- ✓ Transfers only content watched
- ✓ Dynamic buffering

Flash Video Streaming Service [FVSS]

Adobe partners:

Akamai

Limelight

VitalStream

Mirror Image

J-Stream (Japan)

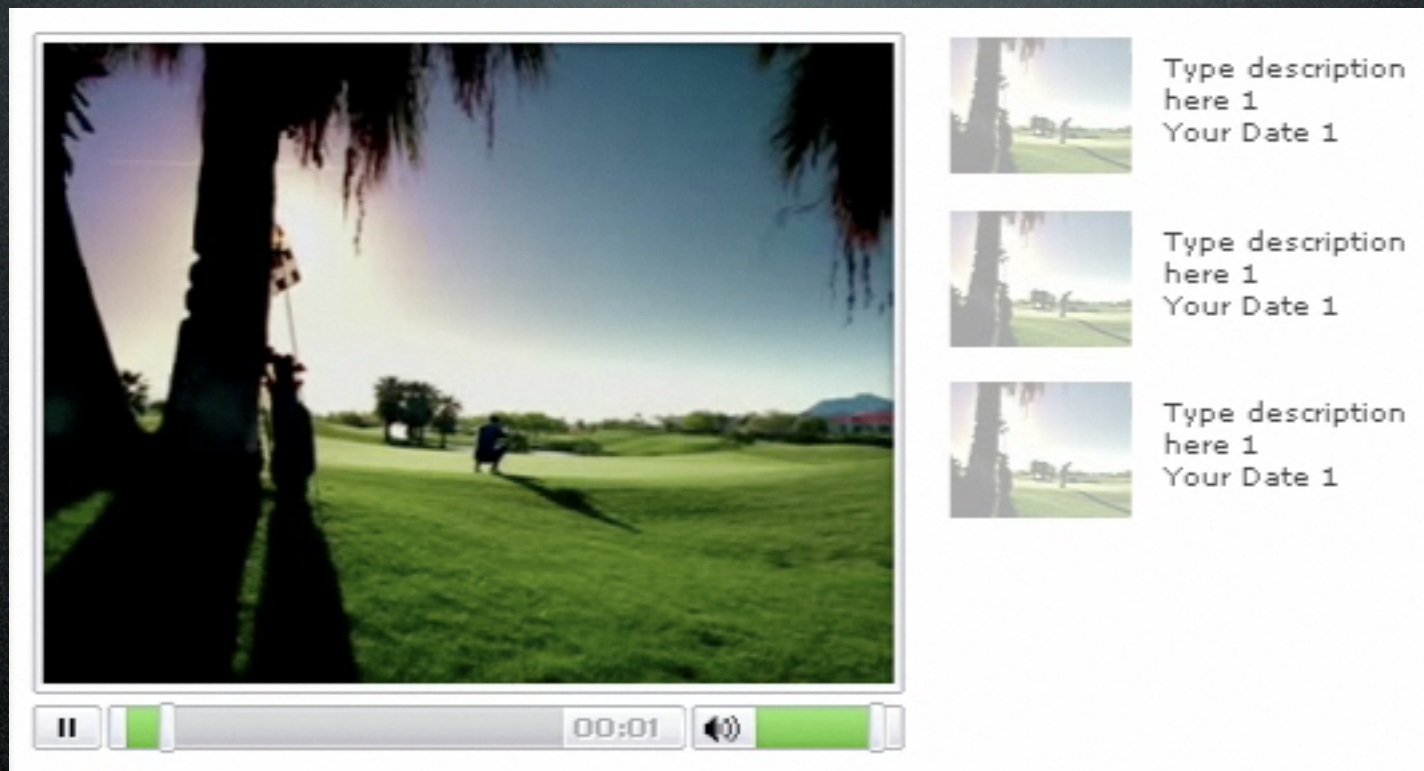
What else can you do
with video in Flash?

(without writing a line of ActionScript)

Third-party FLV Players

Proxus Player

<http://www.flvplayer.com>



The screenshot displays the Proxus Player interface. On the left is a large video player window showing a golf course scene with palm trees in the foreground and a golfer in the distance. Below the video player is a control bar with a play/pause button, a progress bar, a time display showing '00:01', and a volume control icon. To the right of the video player is a list of three video thumbnails, each with a placeholder description: 'Type description here 1' and 'Your Date 1'.

Third-party FLV Players

FLVPlayerPRO

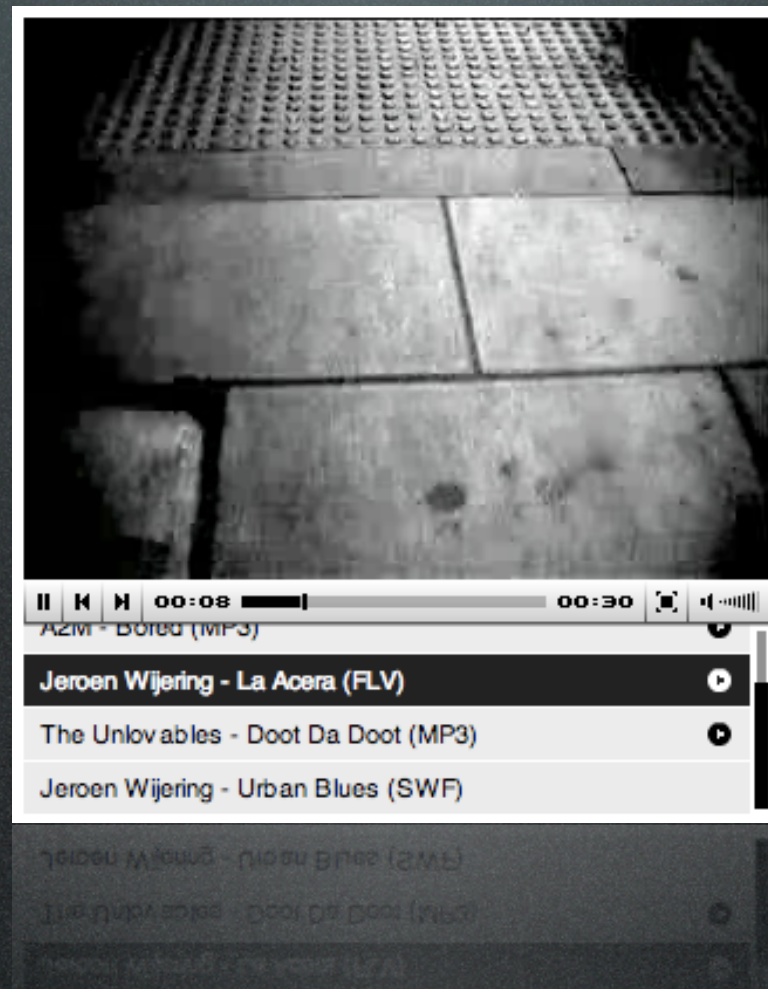
<http://www.flashloaded.com>



Third-party FLV Players

Jeroen's FLVPlayer

http://www.jeroenwijering.com/?item=JW_FLV_Player



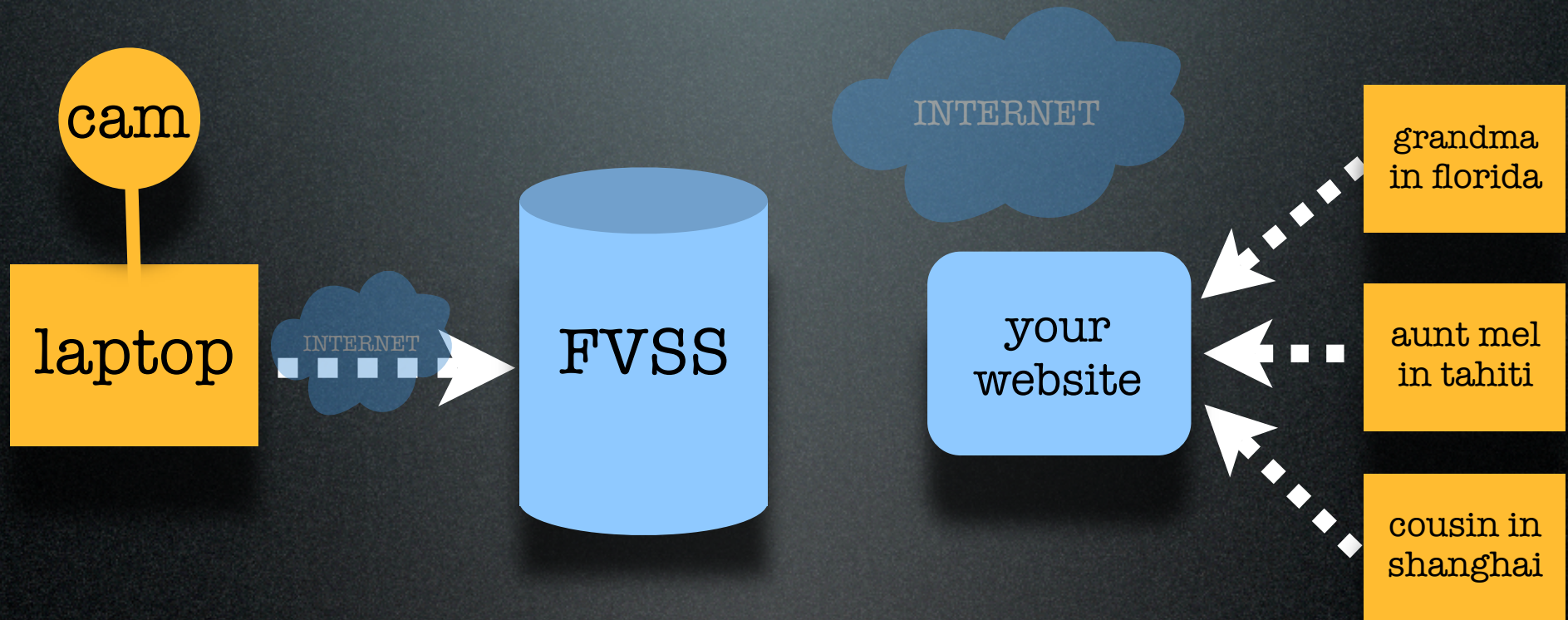
BONUS!

Live Video \$tream

(still, without writing a line of ActionScript)
Seriously.

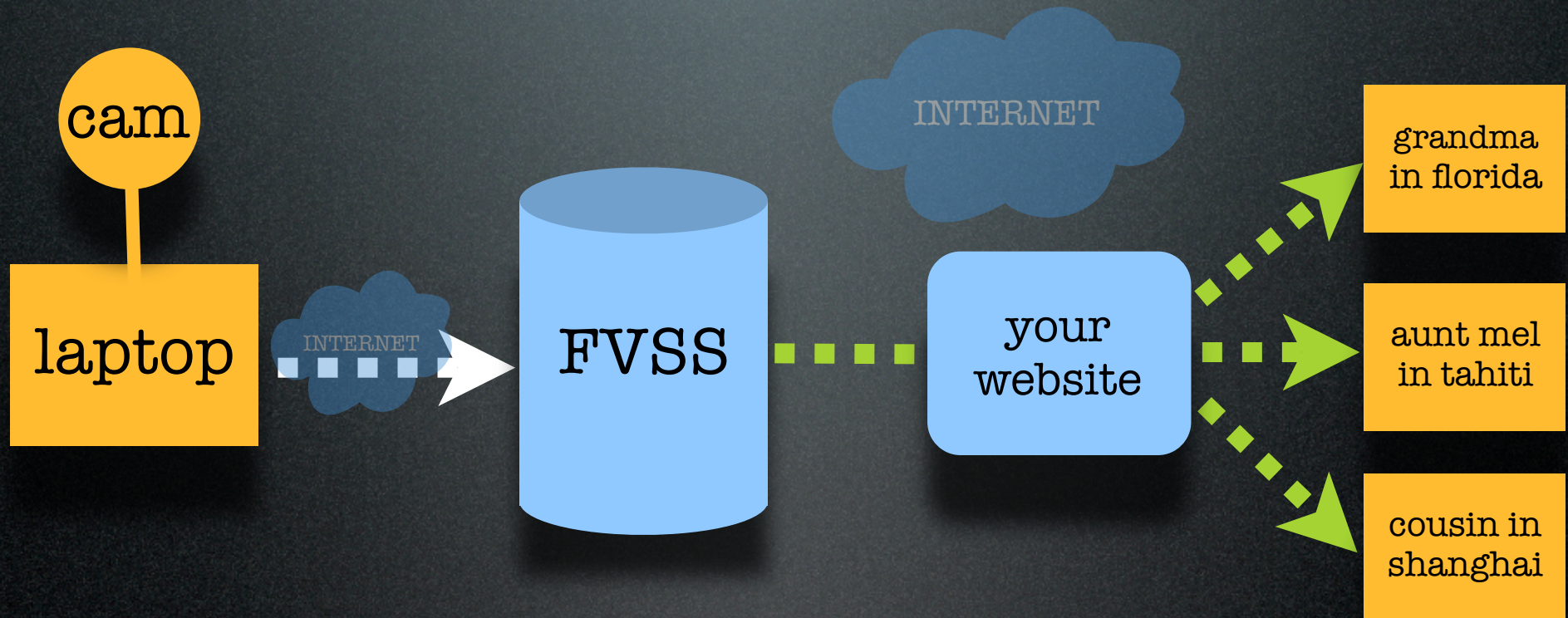
<http://www.adobe.com/products/flashmediaserver/flashmediaencoder/>

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Thank you!

Source files and more information:

www.flashconnections.com

Flash Video for Professionals:
Expert Techniques for
Integrating Video on the Web
Wiley Publishing — July, 2007

