



Introducing Strobe Media Playback

June 16, 2010





Agenda

- What is Strobe Media Playback & Flash Media Playback
- Current features
 - Plays all supported OSMF formats, UI & skinning support – including brand new experience for DVR and Live.
 - Optimized buffering and dynamic streaming
 - Optimized full screen playback
- Demo
- Road map
- Q & A



Target audience for SMP/FMP

WHO ?

- Bloggers
- Small business
- Enterprise web sites

WHY ?

- Because it can be used with the new Flash Player and FMS features faster
- Because creating a high quality video player is hard.

Strobe Media Playback & Flash Media Playback

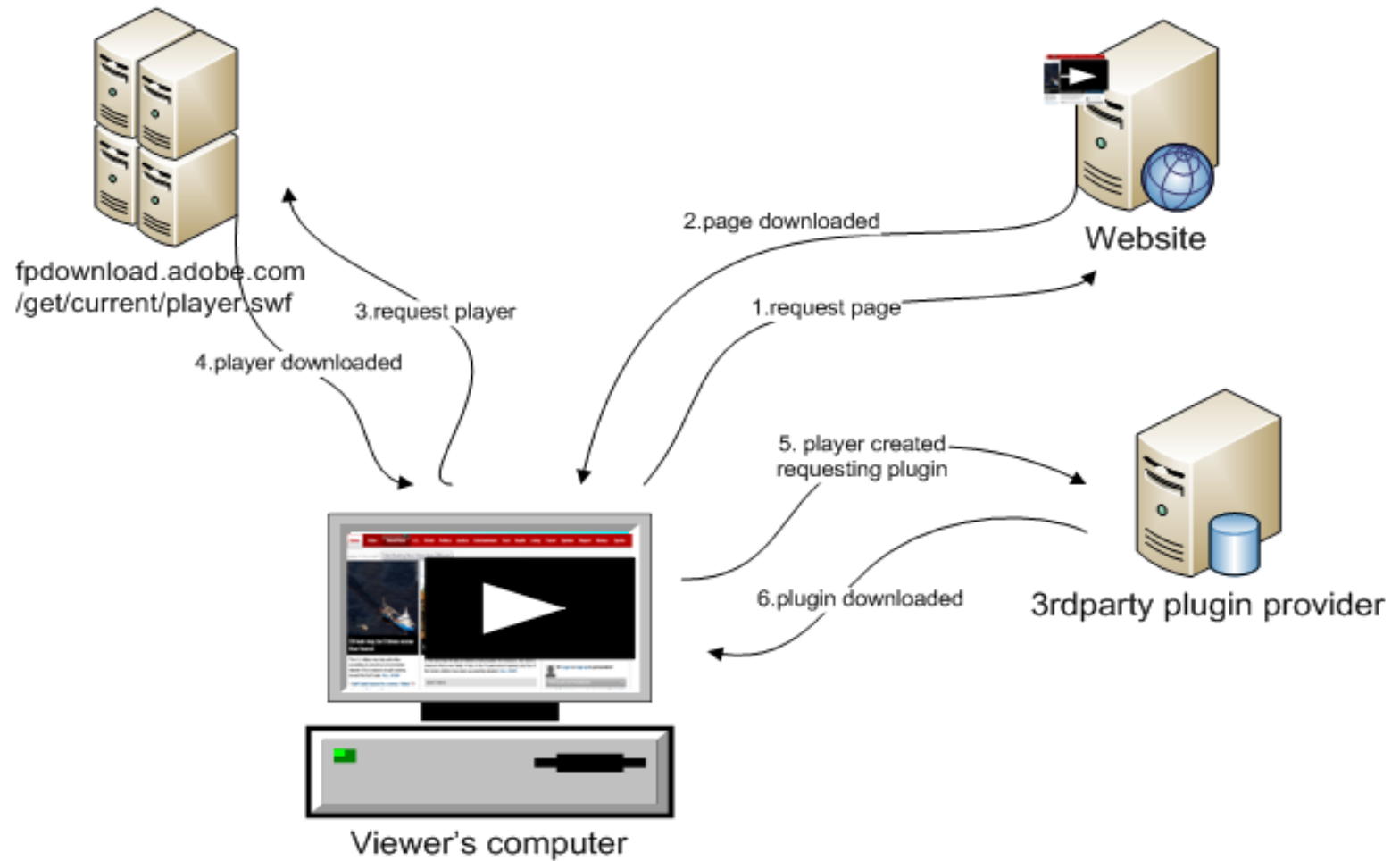
Strobe Media Playback is an Open Source Media Framework (OSMF) based media player that you can quickly and easily integrate into your website.

Strobe Media Playback	Flash Media Playback
Based on OSMF 1.0 trunk	
Streaming video (FLV, F4V, MP4, MPEG-4: MP4, M4V, F4V, 3GPP)	
Progressive audio (mp3), Progressive video (FLV, F4V, MP4, MP4V-ES, M4V, 3GPP, 3GPP2, QuickTime)	
Images (PNG, GIF, or JPG), SWF files, Limited support for streaming audio (mp3, AAC, Speex, and Nellymoser)	
Content protection with Flash Access 2.0	
Hosted by you	Hosted by Adobe
Open source (from 1.0, swf and sources)	Delivered as SWZ, cached in Flash Cache
You own the updates	Always the latest (or versioned)
Free	

Public timeline

Features	Beta	1.0
Media Delivery and Playback	RTMP and HTTP Dynamic Streaming Progressive Download VOD, Live, DVR Protected and unprotected content Full screen best practices	Optimized connections, buffering, MBR Poster frame Simple playlist support YouTube content playback
UI & Chrome	Chrome with visual controls	Keyboard navigation Skinning
Plug-ins	3rd party plug-ins loaded at runtime	Partner plugins
Packages	SWF (host it yourself) User guide	SWF hosted on Adobe.com (FMP) Cached as signed SWZ (FMP) Source code (SMP)
Deployment	Configurable through HTML	Configurable via XML Configurator tool Debug mode

How Flash Media Playback works?

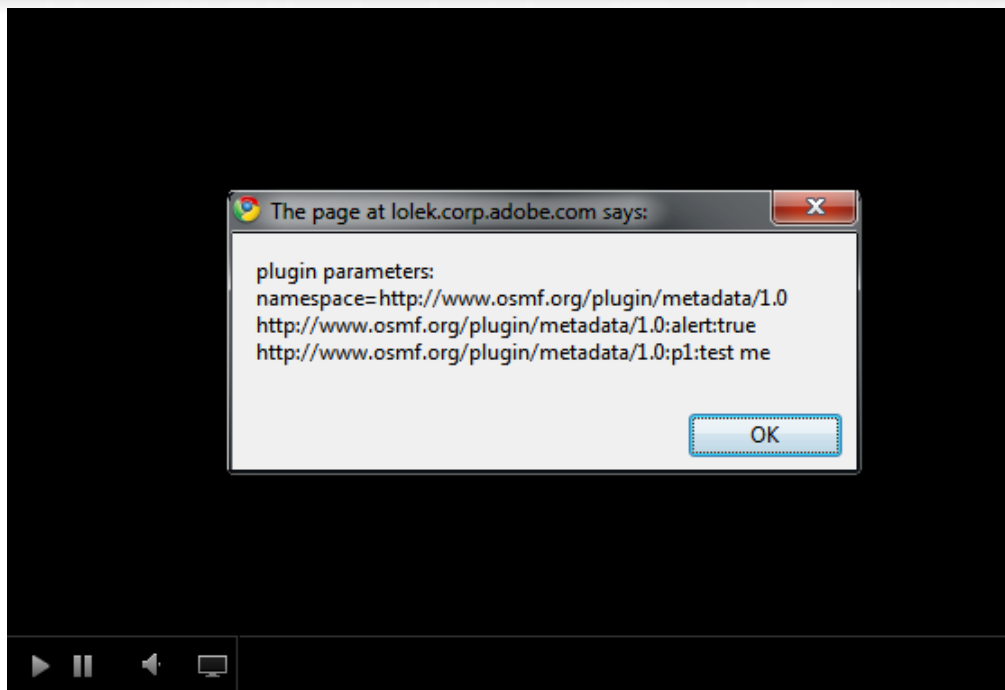


Flash/Strobe Media Playback - Including the player



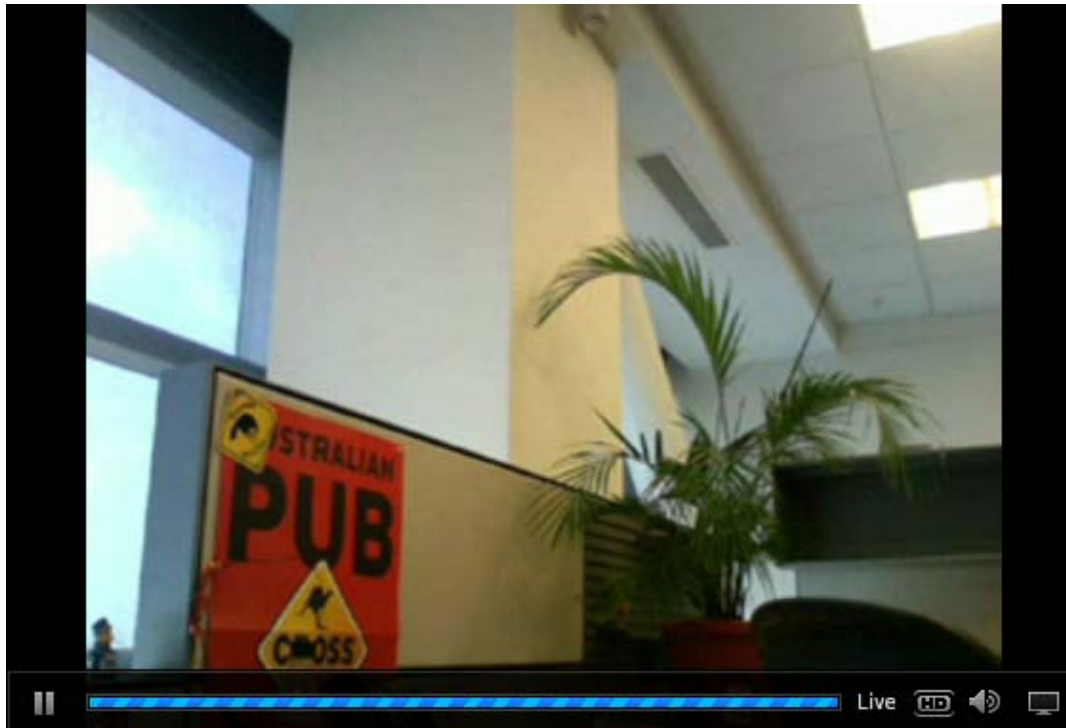
```
<object width="470" height="320">  
<param name="movie" value="http://server.corp.adobe.com/strobe/player/current/StrobeMediaPlayback.swf"></param>  
<param name="flashvars" value="src=http://server.corp.adobe.com/Simpsons_trailer_480p.mov"></param>  
<param name="allowFullScreen" value="true"></param>  
<param name="allowscriptaccess" value="always"></param>  
<embed src="http://server.corp.adobe.com/strobe/player/current/StrobeMediaPlayback.swf"  
      type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="470" height="320"  
      flashvars="src=http://server.corp.adobe.com/Simpsons_trailer_480p.mov">  
</embed>  
</object>
```

Flash/Strobe Media Playback - Loading plugins



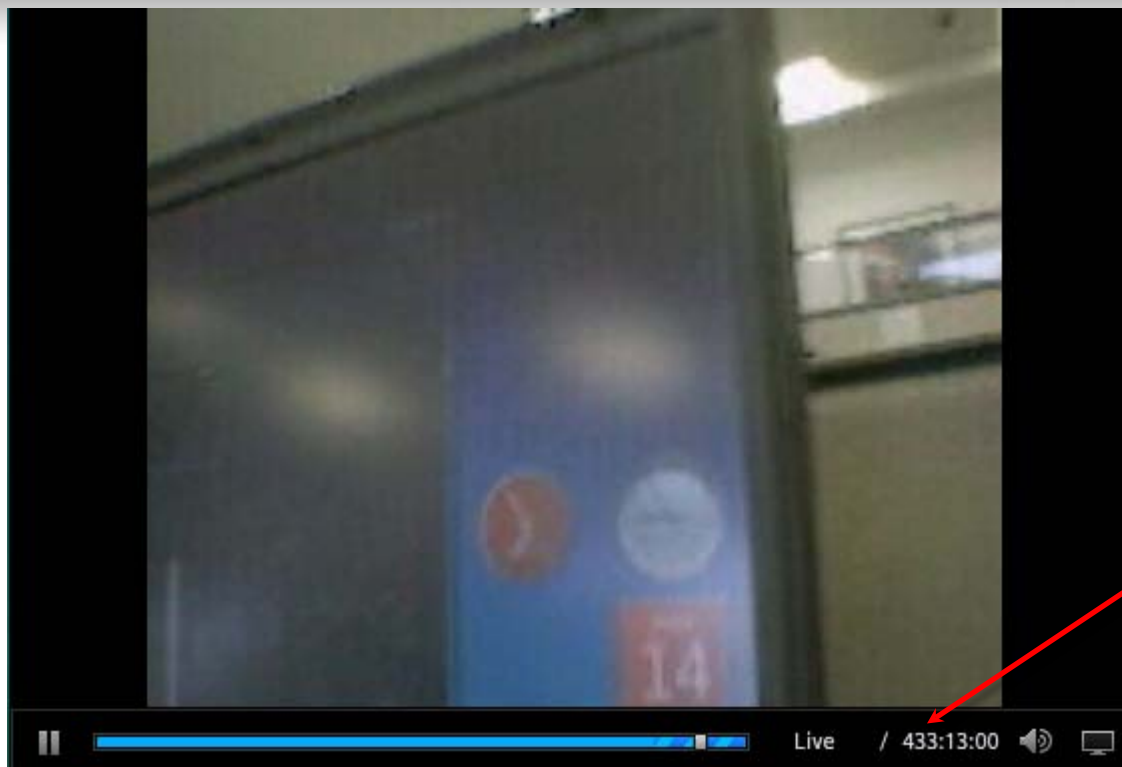
```
<object width="470" height="320">  
  <param name="movie" value="http://server.corp.adobe.com/strobe/player/current/StrobeMediaPlayback.swf"></param>  
  <param name="flashvars"  
value="src=http://server.corp.adobe.com/bmw.f4v&plugin_plugin1=../player/current/ConfigurationEchoPlugin.swf&plugin1_p1=t  
est%20me&plugin1_alert=true&plugin1_namespace=http://www.osmf.org/plugin/metadata/1.0"></param>  
  <param name="allowFullScreen" value="true"></param>  
  <param name="allowscriptaccess" value="always"></param>  
  <embed .....  
</object>
```

Flash/Strobe Media Playback - Live



```
<object width="470" height="320">  
<param name="movie" value="http://server.adobe.com/strobe/player/current/StrobeMediaPlayback.swf"></param>  
<param name="flashvars" value="src=rtmp://server/dvrcast/rmsarea&streamType=live&autoHideControlBar=false"></param>  
<param name="allowFullScreen" value="true"></param>  
<param name="allowscriptaccess" value="always"></param>  
<embed ....embed>  
</object>
```

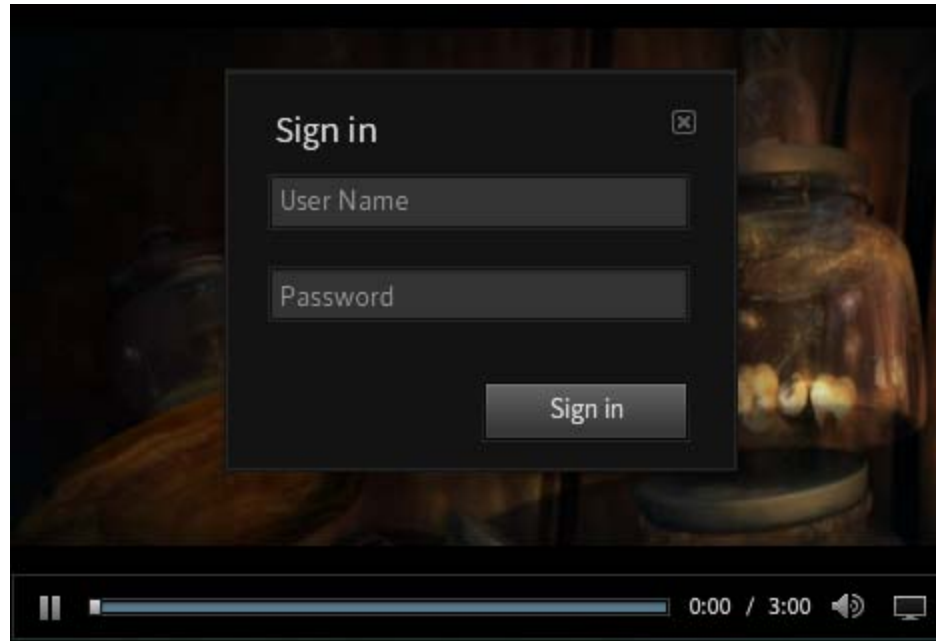
Flash/Strobe Media Playback - DVR + Live



That is not an error,
but the length of
DVR recording in
hours

```
<object width="470" height="320">  
<param name="movie" value="http://server.adobe.com/strobe/player/current/StrobeMediaPlayback.swf"></param>  
<param name="flashvars" value="src=rtmp://server/dvrcast/rmsarea&streamType=dvr&autoHideControlBar=false"></param>  
<param name="allowFullScreen" value="true"></param>  
<param name="allowscriptaccess" value="always"></param>  
<embed ....embed>  
</object>
```

Flash/Strobe Media Playback - Encrypted content



```
<object width="470" height="320">  
<param name="movie" value="http://server.corp.adobe.com/strobe/player/current/StrobeMediaPlayback.swf"></param>  
<param name="flashvars" value="src=http://server.corp.adobe.com/AFaerystale.mp4&autoHideControlBar=false"></param>  
<param name="allowFullScreen" value="true"></param>  
<param name="allowscriptaccess" value="always"></param>  
<embed .....</embed>  
</object>
```

Flash/Strobe Media Playback - Flash vars

Name	Required	Default value (other choices)	Description
Embed parameters			
movie	Yes	-	The location of the SWF file
height	Yes	-	The overall height of the player
width	Yes	-	The overall width of the player
FlashVars			
src	Yes	-	The location of the media file.
loop	No	false (true)	Restart media playback when the end is reached.
autoPlay	No	false (true)	Automatically start playing the media.
controlBarPosition	No	bottom (over, none)	Control bar position
backgroundColor	No	-	The background color of the player
streamType	No	liveOrRecorded (live, recorded, dvr)	Media stream type. The DVR functionality only works if streamType = dvr. Otherwise you would only see the recorded part (if the mode is recorded) or the live part (if mode is live OR if mode is liveOrRecorded).
autoHideControlBar	No	true (false)	Auto hide the user interface controls.
scaleMode	No	letterbox (none, stretch, zoom)	Controls the scaling mode

Flash/Strobe Media Playback - Player configuration file (target 1.0)

```
<?xml version="1.0"?>
<configuration xmlns="http://ns.adobe.com/fmp/configuration/1.0/">
  <media src="http%3A%2F%2Fcatherine.corp.adobe.com%2Fseq%2Fadobe_cs4.flv">
    <!--Resource level metadata-->
    <metadata id="NAMESPACE_A">
      <param name="A" value="B"/>
      <param name="C" value="D"/>
    </metadata>
  </media>
  <loop>true</loop>
  <autoPlay>true</autoPlay>
  <controlBarMode>docked</controlBarMode>
  <controlBarAutoHide>10</controlBarAutoHide>
  <backgroundColor>FFCCDD</backgroundColor>

  <!--Configuring a swf skin-->
  <skin src="../../assets/my-skin.swf"/>

  <!--Player level metadata-->
  <metadata id="NAMESPACE_B">
    .....
  </metadata>
  <metadata id="NAMESPACE_C">
    .....
  </metadata>

  <!--Plugin configuration-->
  <plugin src="http://www.mysite.com/plugin.swf">
    <metadata id="NAMESPACE_D">
      <param name="account">gfgdfg</param>
      <param name="trackingServer" value="corp1.d1.sc.omtrdc.net"/>
    </metadata>
  </plugin>
</configuration>
```



Roadmap

Features	Post 1.0
APIs	JavaScript API
UI & Chrome	Advanced skinning
Media Delivery and Playback	Improved playlist support MBR control Localization
Integrations	FlashPro integration Keeping it up to date with OSMF/Flash Platform features (FMS, Flash Access, etc.)
<i>What do you like to see here ?</i>	





Adobe