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[Apple's CEO Doesn't Like Adobe's Flash](#)

iPhone Devs and consumers to be disappointed because of lacking 'middle' tech

The latest CNN reports (via techcrunch.com) say that [liar-liar-pants-on-fire](#) Apple CEO Steve Jobs isn't very happy with Adobe's flash tech, as far as his iPhone is concerned. And for good reason too, as it slows it down dramatically. This would imply that Adobe came up with a "middle" solution, which Adobe, in turn, (seemingly) isn't willing to release. Which leaves a huge gap open for the iPhone. These days, the web offers more flash-based content than ever, and for Apple to skip it is unimaginable. "Jobs believes that the desktop version of Flash runs too slowly on the iPhone," reads a TechCrunch report. Jobs reckons that "the cellphone version of Flash isn't functional enough," according to the site, and "there's this missing product in the middle" that would run faster for the Apple phone, while not slowing functionality too much either. As the same source informs, Adobe's current plans (or at least their officially announced plans) do not feature a so-called "product in the middle" which Jobs would be very happy to implement. This indicates at least three things: 1 - iPhone won't be supporting Flash anytime soon 2 - developers are going to go "booo!" 3 - Microsoft's Silverlight has an open spot [Silverlight Version 2.0](#) brought improved interactivity and allows developers to use .NET languages. Of course, Silverlight is a bit of a long shot, as far as the iPhone is concerned. Both developers and consumers love Flash (devs for the profits, consumers for the apps and video) and none are going to be happy if Apple doesn't offer Flash support on its iPhone, as the aforementioned source notes as well. More than that, Steve's latest announcement sounds like it's intended to ease the pain for those who were hoping that Flash would have confirmed the upcoming release of the SDK, further fueling rumors that the iPhone won't be supporting Flash anytime soon.