

By: [Walter D. Biaga](#), Technology News Editor

## [Microsoft Not Replacing Adobe Flash with Silverlight](#)

*On its web properties - for now*

Microsoft is not replacing rival RIA technology Flash from Adobe with its own equivalent [Silverlight](#) across the entire span of its web properties. But this is merely a temporary situation representatives from the Redmond company explained. The question is of course focused on why isn't Microsoft completely embracing the much applauded Silverlight technology introduced in 2007 as an Adobe [Flash](#) killer and the platform for next generation rich Internet applications and interactive user experiences on the web? [Paul Laberge](#), Partner Advisor Microsoft Canada, explained that it was not a case of the Redmond giant failing to practice what it preaches, but just an overall transition that is being implemented across all of the company's websites, just not instantaneously. "The reason why Microsoft hasn't gone completely Flash-free is one of making sure the transition is smooth - like almost every company out there, there are a lot of technology assets that exist within it and switching out one technology for another isn't necessarily an easy thing to do. Microsoft is very cognizant of the fact that ensuring the experience users have on a web property it owns is seamless and enjoyable. In order to provide that kind of experience, there are more things in play than just technology - there's the business side of it (making sure "the lights stay on through and after the transition"), the marketing side of it (are the right messages in place with the new technology?) as well as the skills side of it (it's a new platform and our partners who we contract to build the RIAs have to learn it, too!)", Laberge stated. According to [Denny Boynton](#), a Microsoft Architect Advisor US, the Redmond company's example should be followed by all organizations that are looking to transition their online infrastructure from Flash to [Silverlight](#). Boynton's point is that Silverlight was designed from the get go to play well with Flash and the two technologies can in fact coexist on the same webpages without any issues. "I can all but guarantee you that there are roadmaps in place to adopt Silverlight across most or all of the Microsoft web assets. That adoption will be rolled-out in a manner that delivers value to the business and as it makes sense. You're seeing that adoption begin on Microsoft.com and MSDN, and should see it on more Microsoft sites in the coming months and years, a very timely example being the new Expression Suite web site, all built in Silverlight", Boynton added.