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Electric Rain's New Harmony Application Lets Designers Use Flash Content in Windows Presentation Foundation and Silverlight

From the MIX07 conference at The Venetian Hotel in Las Vegas, April 30-May 2, 2007

Microsoft MIX07 – LAS VEGAS, April 30, 2007 – Electric Rain® is bringing new life to Adobe® Flash files within the Microsoft® Windows Presentation Foundation (WPF) and Silverlight platforms with the introduction of Harmony™, the first commercial application for Flash-to-XAML content conversions.

Electric Rain Harmony provides designers and developers with a fast and easy way to convert existing Flash SWF files (graphics and simple animations) into Microsoft-based XAML mark-up for immediate use in the Microsoft WPF and Silverlight (formally WPF/E) platforms.

“Harmony puts designers and developers on a faster track to building rich and compelling WPF and Silverlight applications,” said Mike Soucie, Electric Rain CEO. “There is no denying that companies and design agencies have built up many years of Flash assets, including banner ads and Web animations. Harmony lets them quickly and easily convert this important content into XAML mark-up that is WPF and Silverlight friendly – erasing the need to recreate assets from scratch.”

Harmony not only eases the pain of repurposing Flash assets into XAML, it also helps designers learn the XAML syntax and mark-up structure by illustrating how graphics and animations are translated from the popular Flash SWF format into the new XAML format. By deconstructing how XAML mark-up builds, displays, and plays animations in context to Flash, Harmony accelerates the understanding and learning surrounding XAML and WPF graphics and animations.

In addition, since Harmony exports to both WPF-based XAML, as well as to Microsoft's new Silverlight XAML mark-up, it serves as a single translation solution for use on the desktop or Web platform, leveraging WPF or Silverlight respectively. Harmony's powerful XAML export capabilities make it a natural fit for converting assets to be incorporated into other XAML tools like Microsoft Expression Blend.

Harmony v1.0 goes beyond frame-by-frame conversion by converting complete Flash SWF files focused on graphical shape definitions and simple animations into native XAML animations. Note that Harmony does not convert Flash ActionScript code.*

Harmony's Availability

Electric Rain's Harmony will be available in summer 2007 and will be sold directly through Electric Rain at www.eraim.com.

About Electric Rain

Electric Rain is a Boulder, Colorado-based software company with a vision of bringing easy-to-use multimedia creation and editing tools to business and design professionals. Electric Rain has become the industry-leading developer of 3D Macromedia (now Adobe) Flash solutions, selling over 65,000 units of its flagship product Swift 3D, now in version 4.5. Electric Rain's partners include [Adobe](#), [Macromedia](#), Alias (now Autodesk), and most recently [Microsoft](#), as an elite Technology Adoption Partner (TAP) for developing new Windows Vista (.NET 3.0 based) applications. For more information, please visit: www.eraim.com

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Editor's note: Photos are available on request and at Electric Rain's Web site: www.eraim.com.

** With Harmony v1.0, there may be limited support for animations that rely on ActionScript to run, and there may be support for button interaction such as rollover state. There will not be support for any interactivity contained within the original SWF file that relies on ActionScript to execute any behaviors, such as jumping to frames, loading movie clips, etc. As such, Harmony v1.0 will be most effectively used in converting simple SWF files that contain graphics and frame-based animations to the XAML format.*