

## Apollo Vs Zinc™ Nothing of the Sort

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‘Chaos and disarray in all around I see.’ excuse the play on words but it does seem to rather accurately and aptly sum up the plethora of different opinions and quite frankly wild surmises that are flying around the web-site forums, when the topic of conversation comes down to Adobe Apollo and MDM Zinc.

It has been nearly two months since Adobe announced its Alpha version of Apollo, and the forums have been full of comments from across the community about Apollo and how it will affect MDM Zinc. In an article produced by MDM at the time, the company set out to explain in detail the difference between the two applications, claiming, as do Adobe, that both cater for different aspects of design. Unfortunately this was seen by some as a comparison, a detailed description of what aspects of Zinc are better than those of Apollo.

For the reasoned and impartial observer, it should be seen as nothing more than an attempt to set the record straight, a valiant attempt to try and calm the expected hysteria from the community with a frank assembly of the plain hard facts. Adobe in their wisdom set out their stall right at the very beginning, "Apollo is a cross-OS runtime that allows developers to leverage their existing web development skills (Flash, Flex, HTML, Ajax) to build and deploy desktop RIA's."

It may be me, but I suspect that the above announcement from Apollo, bares very little resemblance to how Zinc actually functions, and I feel that MDM stated this case very well and very fairly in that last article, "...you can see that the application and use of Apollo differs quite dramatically from Zinc. Yes, both tools use the terms "desktop" and "Flash" in their descriptions, but the end results are very different, and operate in very different ways." Surely such a summary could never be classed as biased or even one sided? Heaven forbid!

There are those, within the bear pit world of the website forum, who claim to be ‘sitting on the fence’ but slyly and covertly one or the other are championing their favored one, rather like in those far off medieval times when fair maidens and damsels would champion their favored one in the jousting tournament. This micro aged ‘joust’ just will not happen, as one of the very few, reasoned and impartial forum users put it, “it’s a bit like Pepsi versus Coke.” So near and yet worlds apart.

End.

Multimedia Limited (MDM) is an industry leading multimedia software company.

At MDM our aim is simple: to make great software. Established in 2002, we have quickly gained recognition as an industry leader in 3rd Party development tools for Macromedia Flash®. With meticulous attention to detail, innovative software and superb customer support, we aim to continue providing our customers with great software.

Our flagship title, Zinc™ v2, has quickly become the industry standard in Rapid Application Development based upon the Flash Format. Zinc™ v2 has also paved the way for our other exciting and innovative Rich Media Application products.

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