

Multimedia Platform

A **multimedia framework** is a **software framework** that handles **media** on a computer and through a network. A good multimedia framework offers an intuitive **API** and a modular architecture to easily add support for new audio, video and **container** formats and **transmission protocols**. It is meant to be used by applications such as **media players** and **audio or video editors**, but can also be used to build **videoconferencing** applications, media converters and other multimedia tools.

In contrast to **function libraries**, a multimedia framework provides a **run time environment** for the media processing. Ideally such an environment provides execution contexts for the media processing blocks separated from the application using the framework. The separation supports the independent processing of multimedia data in a timely manner. These separate contexts can be implemented as **threads**.

Adobe Flash (formerly **Macromedia Flash**) is a **multimedia platform** used to add animation, video, and **interactivity** to web pages. Flash is frequently used for advertisements, games and **flash animations** for broadcast. More recently, it has been positioned as a tool for "**Rich Internet Applications**" ("RIAs").^[1]

Flash manipulates **vector** and **raster graphics** to provide animation of text, drawings, and still images. It supports bidirectional **streaming** of audio and video, and it can capture user input via mouse, keyboard, microphone, and camera. Flash contains an **object-oriented language** called **ActionScript** and supports automation via the JavaScript Flash language (JSFL).

Flash content may be displayed on various computer systems and **devices**, using **Adobe Flash Player**, which is available free of charge for common **web browsers**, some mobile phones, and a few other **electronic devices** (using **Flash Lite**).

Some users feel that Flash enriches their web experience, while others find the extensive use of Flash animation, particularly in advertising, **intrusive** and annoying, giving rise to a **cottage industry** that specializes in blocking Flash content. Flash has also been criticized for adversely affecting the usability of web pages