StruckAxiom: Zions Bank

**DEVELOPED BY**

StruckAxiom

**PRODUCTS USED**

AIR, Flash Builder (formerly Flex Builder), Flash Professional, Flash Professional, Photoshop

StruckAxiom used Adobe Flash Professional CS5, Flash Builder 4, and Adobe AIR to create a large installation project to help Zions Bank attract new customers.

Zions Bank, a conservative financial services brand in Utah and Idaho, engaged digital agency StruckAxiom to help introduce customers to the ever-growing bond market. StruckAxiom answered the challenge with a large interactive installation project that effectively grabs the attention of downtown traffic passing by the bank's headquarters in Salt Lake City.

StruckAxiom used Adobe Flash Professional CS5 to build out the large installation. The project features 16, 50-inch HD video screens, pieced together to create one large wall. The StruckAxiom team worked collaboratively to quickly design and prototype the installation in Flash Professional CS5. Their interactive art director designed the look and feel in Adobe Photoshop CS5 and developers used the full-screen capabilities enabled by Flash Professional and Adobe AIR to program the application.

StruckAxiom developers used Adobe Flash Builder 4 for coding and the Flash Professional IDE to generate animations. The team used the native 3D support in Flash Professional CS5 to help create engaging, interactive content. The Flex SDK enabled continuous integration and helped automate building the application on the server so it could be tested in real time. The profiler in Flash Builder 4 also supported memory usage monitoring, so the team could ensure that the application would run over a long period of time.

The application's ability to run with local database support was enabled by Adobe AIR. The team utilized the ability to cache information and relied on a central CMS to administer the content, which includes bond prices, news, and other customer-focused information. New features in Adobe AIR enable the application to run full-screen across multiple screens. The wall plays full HD video across all sixteen screens simultaneously. The installation is currently in four locations but will eventually be deployed across 200 branches and managed by the central content management system.

StruckAxiom has plans to create similar applications for iPad and Android devices. They plan on using the Flash platform to easily roll out single multitouch screen implementations that won't require exorbitant amounts of additional programming.
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