

Adobe Success Story (http://www.adobe.com/cfusion/showcase/index.cfm?event=casestudyprint&casestudyid=1058216&loc=en_us)

Juxt Interactive: Sprite Slam Dunk (<http://www.juxtinteractive.com/>)

DEVELOPED BY

[JUXT Interactive](#)



PRODUCTS USED

[Creative Suite](http://www.macromedia.com/products/creativesuite/) (<http://www.macromedia.com/products/creativesuite/>) , [Flash Player](#) (<http://www.macromedia.com/products/flashplayer/>) , [Flash Builder \(formerly Flex Builder\)](#) (<http://www.macromedia.com/products/flashbuilder/>)

Juxt Interactive created the online Sprite Slam Dunk Fan Faceoff game in just over a month using Adobe Creative Suite software and the Adobe Flash Platform

Sprite approached Juxt Interactive in late 2009 looking to breathe new life into the digital extension of the Sprite Slam Dunk competition. Juxt answered with the Sprite Slam Dunk Fan Faceoff. The online Guitar Hero-style game capitalized on the creativity of the dunk competition at the NBA All-Star Game, offering fans a fun, customizable experience. Juxt used components from Adobe Creative Suite and the Adobe Flash Platform, including Adobe Flex Builder 3 and Flash Player 10, to create the game in just over a month. Users customized an avatar, or dunkfan, into one of more than 400 potential characters, which they were then able to print out and craft into their own paper dunkfan models or post to their social media page.

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