

## MACROMEDIA® eLEARNING PRODUCT MATRIX

COMPARISON	AUTHORWARE®	DREAMWEAVER®	DIRECTOR® SHOCKWAVE® STUDIO	MACROMEDIA® FLASH™	COLDFUSION®																																								
<b>OVERVIEW</b>	Authorware is the industry-leading program for creating interactive, rich-media elearning applications.	Dreamweaver is the solution for professional Web site design and production.	Director is the solution for developing magnetic Internet destinations and powerful multimedia.	Macromedia Flash is the professional standard for producing high-impact Web experiences.	Macromedia ColdFusion is the fastest way to build and deploy powerful Web applications.																																								
<b>MAIN USE</b>	<ul style="list-style-type: none"> <li>• Computer-based training</li> <li>• Web-based training</li> </ul>	<ul style="list-style-type: none"> <li>• Web site authoring</li> <li>• Interactive Web pages</li> </ul>	<ul style="list-style-type: none"> <li>• Web-based multimedia</li> <li>• Demos and/or presentations</li> </ul>	<ul style="list-style-type: none"> <li>• Web site interfaces</li> <li>• Narrative animations</li> </ul>	<ul style="list-style-type: none"> <li>• Dynamic Web sites or content</li> <li>• Web-based applications</li> </ul>																																								
<b>PRIMARY USERS</b>	<ul style="list-style-type: none"> <li>• Training developers</li> <li>• Subject matter experts</li> </ul>	<ul style="list-style-type: none"> <li>• Training developers</li> <li>• Subject matter experts</li> <li>• Web designers</li> </ul>	<ul style="list-style-type: none"> <li>• Web developers</li> <li>• Multimedia professionals</li> <li>• Corporate presentation specialists</li> </ul>	<ul style="list-style-type: none"> <li>• Web designers</li> <li>• Web developers</li> <li>• Animators</li> </ul>	<ul style="list-style-type: none"> <li>• Programmers</li> <li>• Web developers</li> </ul>																																								
<b>SKILL LEVEL OF USER</b>	<ul style="list-style-type: none"> <li>• 60% of projects require very little technical proficiency</li> <li>• 30% require medium level of technical proficiency</li> <li>• 10% require high level of technical proficiency</li> </ul>	<ul style="list-style-type: none"> <li>• 70% of projects require very little technical proficiency</li> <li>• 25% require medium level of technical proficiency</li> <li>• 5% require high level of technical proficiency</li> </ul>	<ul style="list-style-type: none"> <li>• 25% of projects require very little technical proficiency</li> <li>• 25% require medium level of technical proficiency</li> <li>• 50% require high level of technical proficiency</li> </ul>	<ul style="list-style-type: none"> <li>• 60% of projects require very little technical proficiency</li> <li>• 30% require medium level of technical proficiency</li> <li>• 10% require high level of technical proficiency</li> </ul>	<ul style="list-style-type: none"> <li>• 40% of projects require basic knowledge of HTML and database skills</li> <li>• 40% of projects require intermediate programming and database skills</li> <li>• 20% of projects require advanced programming and database skills</li> </ul>																																								
<b>USER INTERFACE</b>	Icons on a flowline.	Page layout combined with a coding view.	Timeline-based, using a score and a powerful scripting language.	Timeline-based, graphical editing tools and a scripting language.	Page layout and editing using Dreamweaver UltraDev and/ or ColdFusion studio. Server management using Web-based administration console.																																								
<b>MEDIA SUPPORT</b>	<table border="0"> <tr> <td><b>Import</b></td> <td><b>Create</b></td> </tr> <tr> <td>• Text</td> <td>• Text</td> </tr> <tr> <td>• Graphics</td> <td>• Shapes</td> </tr> <tr> <td>• Animation</td> <td>• Basic animations</td> </tr> <tr> <td>• Audio</td> <td></td> </tr> <tr> <td>• Video</td> <td></td> </tr> </table>	<b>Import</b>	<b>Create</b>	• Text	• Text	• Graphics	• Shapes	• Animation	• Basic animations	• Audio		• Video		<table border="0"> <tr> <td><b>Import</b></td> <td><b>Create</b></td> </tr> <tr> <td>• Text</td> <td>• Text</td> </tr> <tr> <td>• Graphics</td> <td>• Basic animations (4.0+ browsers)</td> </tr> <tr> <td>• Animation</td> <td></td> </tr> </table>	<b>Import</b>	<b>Create</b>	• Text	• Text	• Graphics	• Basic animations (4.0+ browsers)	• Animation		<table border="0"> <tr> <td><b>Import</b></td> <td><b>Create</b></td> </tr> <tr> <td>• Text</td> <td>• Text</td> </tr> <tr> <td>• Graphics (including 3D)</td> <td>• Shapes</td> </tr> <tr> <td>• Animation</td> <td>• Sophisticated animations</td> </tr> <tr> <td>• Audio</td> <td></td> </tr> <tr> <td>• Video</td> <td></td> </tr> </table>	<b>Import</b>	<b>Create</b>	• Text	• Text	• Graphics (including 3D)	• Shapes	• Animation	• Sophisticated animations	• Audio		• Video		<table border="0"> <tr> <td><b>Import</b></td> <td><b>Create</b></td> </tr> <tr> <td>• Graphics</td> <td>• Text</td> </tr> <tr> <td>• Audio</td> <td>• Shapes</td> </tr> <tr> <td></td> <td>• Sophisticated animations</td> </tr> </table>	<b>Import</b>	<b>Create</b>	• Graphics	• Text	• Audio	• Shapes		• Sophisticated animations	<b>Support:</b> <ul style="list-style-type: none"> <li>• Text</li> <li>• Graphics</li> <li>• Animation</li> <li>• Audio</li> <li>• Video</li> </ul>
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<b>MEDIA CONTROL</b>	Provides some synchronization of graphics, animations, sound and video. Creates hyperlinks between any media types.	Provides good synchronization of media elements via timeline-based interface.	Provides tight synchronization and extensive control of media elements.	Provides tight synchronization and control of media elements.	Compatible with media control provided through Dreamweaver or Macromedia Flash.																																								
<b>INTERACTIVITY</b>	Supports rich interactivity. Nearly all interactivity is created through smart icons and easy-to-use menus. A scripting language also supports extended capabilities.	Supports basic interactivity created through CourseBuilder for Dreamweaver® and UltraDev™ extensions, behaviors and JavaScript™ coding.	Supports rich interactivity created through behaviors and a scripting language called Lingo.™	Supports good interactivity through Smart Clips, a scripting language called ActionScript, as well as pre-built Learning Interactions.	Supports high-level of interactivity through dynamic page generation, a powerful server-side programming language, and complete database connectivity.																																								

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COMPARISON	AUTHORWARE®	DREAMWEAVER®	DIRECTOR® SHOCKWAVE® STUDIO	MACROMEDIA® FLASH™	COLDFUSION®
<b>UPDATING APPLICATIONS OVER TIME</b>	Easy to change applications over time, such as updating information, changing media content or interactions. Provides simple ways to create reusable templates.	Easy to change applications over time, such as updating information, changing media content or interactions.	Primarily used for creating high- impact, one-time productions. Developers can create reusable code through behaviors.	Primarily used for creating one-time productions. Can be combined with Macromedia Generator™ to dynamically create graphics that include real-time data.	Template-driven ColdFusion sites separate content from course presentation and layout, allowing developers to streamline updates and maintenance in the database.
<b>STUDENT TRACKING</b>	<ul style="list-style-type: none"> <li>Built-in data tracking</li> <li>Automatic hooks to a Learning Management System (LMS)</li> </ul>	<ul style="list-style-type: none"> <li>Built-in data tracking</li> <li>Automatic hooks to an LMS</li> </ul>	<ul style="list-style-type: none"> <li>Possible to return detailed data to an LMS with programming</li> </ul>	<ul style="list-style-type: none"> <li>Possible to exchange data with an LMS through programming</li> </ul>	<ul style="list-style-type: none"> <li>Data can be exchanged with an LMS through programming or built-in database connectivity.</li> </ul>
<b>DATA CONNECTIVITY</b>	<ul style="list-style-type: none"> <li>ODBC database access</li> <li>Parses XML</li> </ul>	<ul style="list-style-type: none"> <li>Dreamweaver UltraDev™ is an enhanced version of Dreamweaver that allows developers to visually build dynamic Web applications using ASP, JSP or ColdFusion®</li> </ul>	<ul style="list-style-type: none"> <li>ODBC database access</li> <li>Parses XML</li> </ul>	<ul style="list-style-type: none"> <li>Parses and exports XML</li> <li>Macromedia Flash templates work with Macromedia Generator server-side software to deliver dynamic, data-driven content</li> </ul>	<ul style="list-style-type: none"> <li>Built in ODBC, Merant Wire Protocol Drivers, OLE-DB, and native database drivers</li> <li>Stored procedure support</li> <li>Parses and generates XML</li> </ul>
<b>DELIVERY PLATFORMS</b>	<ul style="list-style-type: none"> <li>Web and intranet</li> <li>Hybrid (CD-ROM and Web)</li> <li>LANs</li> <li>CD/DVD-ROM</li> </ul>	<ul style="list-style-type: none"> <li>Web and intranet</li> </ul>	<ul style="list-style-type: none"> <li>Web and intranet</li> <li>Hybrid (CD-ROM and Web)</li> <li>LANs</li> <li>CD/DVD-ROM</li> </ul>	<ul style="list-style-type: none"> <li>Web and intranet</li> <li>LANs</li> <li>CD/DVD-ROM</li> </ul>	<ul style="list-style-type: none"> <li>Web (internet, intranet, extranet)</li> <li>Wireless</li> </ul>
<b>WEB DELIVERY REQUIREMENTS</b>	<ul style="list-style-type: none"> <li>3.0+ browsers</li> <li>Authorware Web Player</li> <li>Windows®</li> </ul>	<ul style="list-style-type: none"> <li>3.0 browsers for basic interactivity</li> <li>4.0+ browsers for rich interactivity and animation</li> <li>Windows and Macintosh</li> </ul>	<ul style="list-style-type: none"> <li>3.0+ browsers</li> <li>Shockwave®**</li> <li>Windows and Macintosh</li> </ul> <p><i>* Shockwave is pre-installed in the following browsers and operating systems: MacOS® 8.1+, Windows® 95/98/Me</i></p>	<ul style="list-style-type: none"> <li>3.0+ browsers</li> <li>Macromedia Flash Player*</li> <li>Windows, Macintosh and selected Unix® platforms</li> </ul> <p><i>* Macromedia Flash Player is pre-installed in the following browsers and operating systems: Windows 95/98/Me, MacOS 8.1+, Internet Explorer 5.5 (Windows) Netscape® Navigator® 4+, AOL® 4+, MSN®TV, RealPlayer®.</i></p>	<ul style="list-style-type: none"> <li>W3C compatible web browsers</li> </ul>
<b>EXTENSIBILITY</b>	Authorware can be extended with an extensive collection of Xtra® extensions, DLLs and ActiveX® controls.	Dreamweaver is highly extensible and easy to integrate with standard Web technologies.	Director can be extended with an extensive collection of Xtras extensions, DLLs and ActiveX controls.	Macromedia Flash is easy to integrate with standard Web technologies.	ColdFusion is highly extensible and easily integrates with databases, directories, legacy applications, and common internet technologies (e.g. FTP, LDAP, mail, HTTP, etc.)
<b>TO LEARN MORE</b>	<a href="http://www.macromedia.com/authorware">www.macromedia.com/authorware</a> <a href="http://www.macromedia.com/resources/elearning">www.macromedia.com/resources/elearning</a>	<a href="http://www.macromedia.com/dreamweaver">www.macromedia.com/dreamweaver</a>	<a href="http://www.macromedia.com/director">www.macromedia.com/director</a> <a href="http://www.macromedia.com/shockwave">www.macromedia.com/shockwave</a>	<a href="http://www.flash.com">www.flash.com</a>	<a href="http://www.macromedia.com/coldfusion">www.macromedia.com/coldfusion</a>

[www.macromedia.com/resources/elearning](http://www.macromedia.com/resources/elearning)

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