

Pocket Agenda

November 1-4, 2004; New Orleans

www.macromedia.com/go/max

The logo for the 2004 Macromedia Conference, featuring the letters 'MAX' in a bold, stylized, metallic font with a blue and white gradient and a blue outline.

The 2004 Macromedia Conference

Gold Sponsor

The eBay logo, consisting of the word 'eBay' in a stylized, lowercase font with a blue and red color scheme.

Agenda at a Glance

Monday, November 1, 2004

12:00 pm–7:00 pm	Registration and Information	Hall J Foyer
2:00 pm–5:00 pm	Certification Testing	284
4:00 pm–7:00 pm	Exhibit Showcase	Hall J
	CyberCafe	
	Community Pit	
	Conference Store	
	Product Support Lab	
	MAX Awards–Meet the Finalists	
5:00 pm–7:00 pm	Welcome Reception	Hall J

Tuesday, November 2, 2004

7:00 am–8:00 am	Continental Breakfast	Hall J
7:00 am–7:00 pm	Registration and Information	Hall J Foyer
7:00 am–7:00 pm	CyberCafe	Hall J
	Community Pit	
8:00 am–10:15 am	Hands-on and Workshop Sessions	See Session Schedule
9:00 am–7:00 pm	Certification Testing	284
10:30 am–12:00 pm	General Session	Conference Auditorium
12:00 pm–7:00 pm	Exhibit Showcase	Hall J
	Conference Store	
	Product Support Lab	
12:00 pm–1:30 pm	Lunch	Hall J
12:15 pm–1:15 pm	Sponsor Presentation hosted by eBay	293
1:30 pm–5:30 pm	Hands-on and Workshop Sessions	See Session Schedule
5:30 pm–7:00 pm	Sponsor Reception	Hall J
	MAX Awards–Meet the Finalists	
6:30 pm–10:00 pm	Sponsor Presentations & Birds-of-a-Feather	See Session Schedule

Agenda at a Glance

Wednesday, November 3, 2004

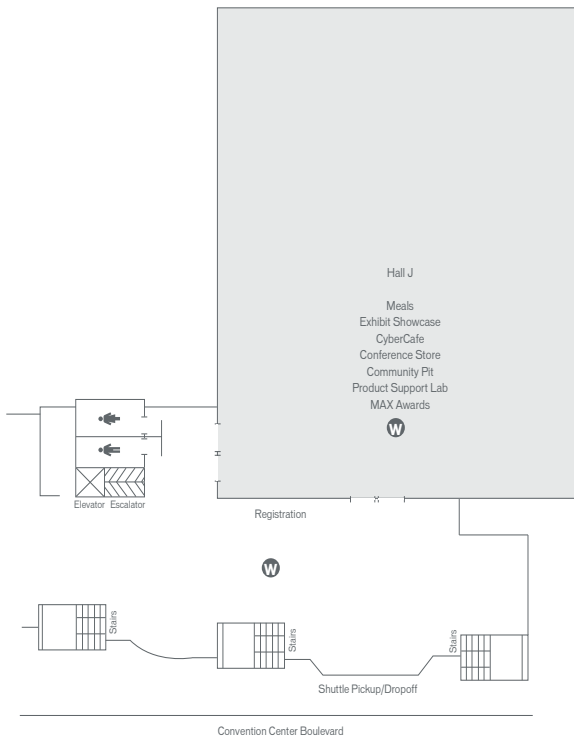
7:00 am–8:00 am	Continental Breakfast	Hall J
7:00 am–7:00 pm	Registration and Information	Hall J Foyer
7:00 am–6:00 pm	CyberCafe	Hall J
	Community Pit	
8:00 am–10:15 am	Hands-on and Workshop Sessions	See Session Schedule
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10:30 am–12:00 pm	General Session	Conference Auditorium
12:00 pm–6:00 pm	Exhibit Showcase	Hall J
	Conference Store	
	Product Support Lab	
12:00 pm–1:30 pm	Lunch	Hall J
12:15 pm–1:15 pm	Sponsor Presentation hosted by Apple Computer	293
1:30 pm–5:30 pm	Hands-on and Workshop Sessions	See Session Schedule
5:30 pm–6:30 pm	Sneak Peeks	Conference Auditorium
6:30 pm–7:30 pm	Sponsor Presentations & Birds-of-a-Feather	See Session Schedule
8:00 pm–11:00 pm	Special Event	Mardi Gras World

Thursday, November 4, 2004

8:00 am–9:00 am	Continental Breakfast	Hall J
8:00 am–5:00 pm	Registration and Information	Hall J Foyer
8:00 am–5:00 pm	CyberCafe	Hall J
	Community Pit	
9:00 am–12:30 pm	Hands-on and Workshop Sessions	See Session Schedule
9:00 am–4:00 pm	Certification Testing	284
12:00 pm–3:00 pm	Product Support Lab	Hall J
12:00 pm–5:00 pm	Conference Store	Hall J
12:30 pm–1:30 pm	Lunch	Hall J
1:30 pm–3:45 pm	Hands-on and Workshop Sessions	See Session Schedule

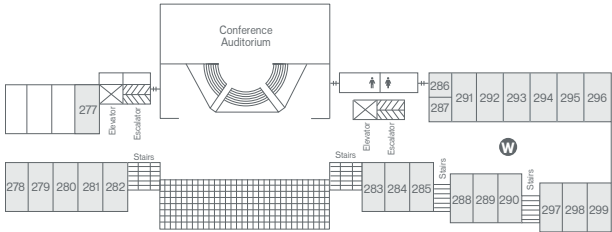
Convention Center Overview

Ernest N. Morial Convention Center—First Floor

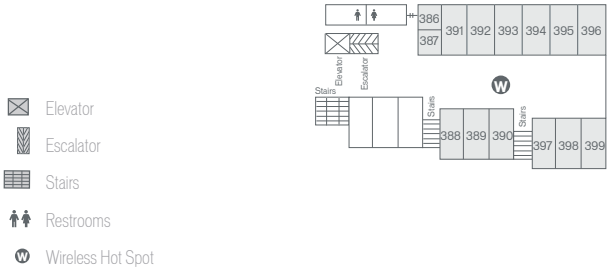


Convention Center Overview

Ernest N. Morial Convention Center—Second Floor



Ernest N. Morial Convention Center—Third Floor



Session Schedule. Tuesday

Session Key

All MAX sessions are organized by tracks and have been assigned a level of difficulty.

Track	Level of Difficulty
Creating Rich Media (CR)	General/All Levels (000-099)—Appropriate for all attendees
Designing and Publishing for the Web (DP)	Fundamental (100-199)—Novice-level session
Designing Great Experiences (GE)	Experienced (200-299)—Moderately difficult session
Developing Rich Internet Applications (RI)	Advanced (300-399)—Experienced-level session
Mobile and Devices (MC)	
Training and Collaboration (TC)	
Web Application Development (WD)	

8:00 am–9:00 am 60-minute Workshop Sessions

Creating a Flash® "Talking Head" Application (CR206W)	291
Using JavaScript Syntax in Director® MX 2004 (CR210W)	294
Developing Sites for Distributed Content Creation (DP006W)	290
Dreamweaver® Killer Tips (DP304W)	293
Overview of Flash Lite™ 1.1 (MC008W)	299
Flash Lite on the T-Mobile Network (MC010W)	298
Customizing Components for Flex™ and Flash (RI008W)	295
Optimizing Flex Performance with Large Data Sets (RI204W)	289
Using ColdFusion® to Power Flex and Flash Applications (RI210W)	292
SCORM 2004: A Primer for Flash MX 2004 Developers (TC202W)	297
ColdFusion Printing and Reporting (WD004W)	288
Working with Multiple ColdFusion Instances (WD202W)	296

8:30 am–10:00 am 90-minute Hands-On Sessions

*Advanced Drawing and Illustration Techniques in Flash (CR203H)	386
Talking to Databases: SQL for Designers (DP105H)	387
Modifying and Optimizing Web Graphics (DP201H)	391
Building Your First Dynamic Web Application (DP203H)	396
Creating Templates for Distributed Content Creation (DP205H)	395
Using the CSS Box Model for Page Layout (DP301H)	392
Structured Development, ColdFusion Done the Right Way (WD201H)	394
Leveraging Web Services with ColdFusion (WD203H)	393

Session Schedule. Tuesday

9:15 am–10:15 am 60-minute Workshop Sessions

Creating Playlist and Content Driven Flash Video and MP3 Players (CR208W)	294
Deploying the Macromedia Web Publishing System (DP206W)	292
Building a Basic CMS with ColdFusion and Dreamweaver (DP208W)	290
Extending Contribute™ 3 and the Macromedia Web Publishing System (DP306W)	288
Flex Look and Feel: Styling, Skinning, and Beyond (GE008W)	295
Creating the Right Experience for Mobile Consumers with FlashCast™ (MC306W)	299
Working with Live XML Feeds for FlashCast Channels (MC308W)	298
Developing Flex Applications with Flex Builder™ (RI004W)	296
Connecting to External Data Using Flex (RI202W)	289
Engineering Flex Applications (RI304W)	297
The Future of ColdFusion: Blackstone (WD002W)	293
ColdFusion Performance Tips and Tricks (WD208W)	291

10:30 am–12:00 pm General Session

Conference
Auditorium

12:00 pm–1:30 pm Lunch

Hall J

12:15 pm–1:15 pm Sponsor Lunch Presentation

eBay–Simple, Effective eCommerce with Contribute and Dreamweaver	293
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1:30 pm–3:00 pm 90-minute Hands-On Sessions

Integrating Video in Flash (CR103H)	396
ActionScript for Designers (CR201H)	391
Getting Started with ColdFusion (DP101H)	392
Modifying and Optimizing Web Graphics (DP201H)	393
*Creating Templates for Distributed Content Creation (DP205H)	386
Creating Your First Flex Application (RI101H)	395
Developing Occasionally Connected Applications with Flex and Central™ (RI201H)	394
Creating Rapid eLearning (TC003H)	387

1:30 pm–2:30 pm 60-minute Workshop Sessions

Macromedia Flash Platform Overview and Roadmap (CR004W)	290
Introducing the Macromedia Web Publishing System (DP002W)	288
Beyond Internet Explorer: Tips For Better Cross Browser Experiences (DP204W)	294
Building Applications with PHP and Dreamweaver (DP210W)	297

Session Schedule. Tuesday

Decisions, Decisions: HTML and Rich Internet Applications (GE010W)	295
FlashCast for Fun and Profit (MC012W)	298
Mobile SMS Applications Made Easy (MC204W)	299
Creating Rich User Experiences with the Flex Experience Model (RI002W)	296
Using ActionScript 2 in Flash and Flex Applications (RI102W)	292
Best Practices for Developing Flash Applications (RI214W)	291
Database Design Fundamentals (WD102W)	289
Advanced ColdFusion Components and Web Services (WD302W)	293

2:45 pm–3:45 pm 60-minute Workshop Sessions

Customizing Dreamweaver (DP004W)	289
Case Studies: What Works and What Doesn't (GE006W)	296
The Macromedia Vision for Lighting Up a Billion Mobile Devices (MC002W)	298
To Build or To Buy—How Flex Helps Intranet Projects Cost Less (RI012W)	288
Building Flash Applications with Dynamic Data (RI208W)	292
Creating Flex Components (RI306W)	297
Customizing and Extending the Breeze Live Meeting Experience (TC302W)	294
The Future of ColdFusion: Blackstone (WD002W)	291
Building for Scalability (WD204W)	295
Coding for Reuse (WD216W)	290

4:00 pm–5:30 pm 90-minute Hands-On Sessions

*ActionScript for Designers (CR201H)	386
Talking to Databases: SQL for Designers (DP105H)	391
Building Your First Dynamic Web Application (DP203H)	396
Using the CSS Box Model for Page Layout (DP301H)	392
Creating Your First Flex Application (RI101H)	395
Best Practices for Creating Engaging Software Demos on the Web (TC001H)	387
Structured Development, ColdFusion Done the Right Way (WD201H)	394
Leveraging Web Services with ColdFusion (WD203H)	393

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4:00 pm–5:00 pm 60-minute Workshop Sessions

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Contribute to the Rescue! (DP012W)	289
Creating Richer and More Maintainable Sites with CSS (DP202W)	293
Usability Testing: Doing It Yourself vs. Hiring a Consultant (GE012W)	296
Developing Device Interfaces for Mobile Phones (MC006W)	299
Creating Dynamic Applications with Flash Lite 1.1 (MC310W)	298
Architecting Flex Applications (RI206W)	292
Techniques and Best Practices for Integrating RoboHelp® with Web Applications (TC004W)	294
Secure ColdFusion Applications (WD206W)	295
Object Oriented ColdFusion (WD214W)	291

6:30 pm–7:30 pm Birds-of-a-Feather and Evening Sponsor Presentations

Apple Sponsor Presentation–Mac OS X as a Development Platform for Internet Designers and Developers	288
Meet the ColdFusion Engineering Team	289
Meet the Contribute Engineering Team	297
InterAKT Online Sponsor Presentation–Complex Dynamic Websites with Dreamweaver and the MX Kollektion	298
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7:45 pm–8:45 pm Birds-of-a-Feather and Evening Sponsor Presentations

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Meet the Flash Engineering Team	297
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Meet the Dreamweaver Engineering Team	299

9:00 pm–10:00 pm Birds-of-a-Feather

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Macromedia Flash and the Desktop	297
CFC Best Practices and Rap Session	299

Session Schedule. Wednesday

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Creating Enhanced DVD Content Using Director MX 2004 (CR212W)	290
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Extending Contribute 3 and the Macromedia Web Publishing System (DP306W)	296
Developing Device Interfaces for Mobile Phones (MC006W)	299
To Build or To Buy—How Flex Helps Intranet Projects Cost Less (RI012W)	298
Architecting Flex Applications (RI206W)	297
Best Practices for Developing Flash Applications (RI214W)	291
Enhancing Meeting & Training Experiences with Breeze™ Live (TC006W)	289
Secure ColdFusion Applications (WD206W)	295
Coding for Reuse (WD216W)	294

8:30 am–10:00 am 90-minute Hands-On Sessions

Integrating Video in Flash (CR103H)	396
Advanced Drawing and Illustration Techniques in Flash (CR203H)	394
Getting Started with ColdFusion (DP101H)	392
Talking to Databases: SQL for Designers (DP105H)	387
*Creating Templates for Distributed Content Creation (DP205H)	386
Creating Your First Flex Application (RI101H)	395
Debugging Flex Applications (RI103H)	391
Leveraging Web Services with ColdFusion (WD203H)	393

9:15 am–10:15 am 60-minute Workshop Sessions

Using Flash and Director Together to Create Rich Experiences (CR306W)	298
Customizing Dreamweaver (DP004W)	296
Building a Basic CMS with ColdFusion and Dreamweaver (DP208W)	290
Dreamweaver Killer Tips (DP304W)	291
Mobile SMS Applications Made Easy (MC204W)	299
Single-Screen Checkout: Next Generation Solutions using Flex (RI010W)	288
Building Flash Applications with Dynamic Data (RI208W)	292
Understanding the Flash Player Security Model (RI212W)	297
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Integrating with Microsoft Office (WD212W)	293

10:30 am–12:00 pm General Session

Conference
Auditorium

Session Schedule. Wednesday

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1:30 pm–3:00 pm	90-minute Hands-On Sessions	
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*Advanced Drawing and Illustration Techniques in Flash (CR203H)		386
Modifying and Optimizing Web Graphics (DP201H)		387
Building Your First Dynamic Web Application (DP203H)		396
Using the CSS Box Model for Page Layout (DP301H)		392
Creating Your First Flex Application (RI101H)		395
Structured Development, ColdFusion Done the Right Way (WD201H)		394
Leveraging Web Services with ColdFusion (WD203H)		393
1:30 pm–2:30 pm	60-minute Workshop Sessions	
Using JavaScript Syntax in Director MX 2004 (CR210W)		298
How Distributed Authorship with Contribute Helped Northwestern Mutual (DP010W)		297
Creating Richer and More Maintainable Sites with CSS (DP202W)		292
Beyond Internet Explorer: Tips For Better Cross Browser Experiences (DP204W)		290
Case Studies: What Works and What Doesn't (GE006W)		295
Developing FlashCast Channels (MC304W)		299
Developing Flex Applications with Flex Builder (RI004W)		288
Supplying Data to Flex Applications Using FlexCom Server (RI302W)		296
The Future of ColdFusion: Blackstone (WD002W)		291
ColdFusion Performance Tips and Tricks (WD208W)		289
Object Oriented ColdFusion (WD214W)		293
2:45 pm–3:45 pm	60-minute Workshop Sessions	
Macromedia Flash Platform Overview and Roadmap (CR004W)		289
Introducing the Macromedia Web Publishing System (DP002W)		288
Developing Sites for Distributed Content Creation (DP006W)		295
Dreamweaver Killer Tips (DP304W)		291
Flex Look and Feel: Styling, Skinning, and Beyond (GE008W)		296
Overview of Flash Lite 1.1 (MC008W)		299
Optimizing Flex Performance at the Client (RI006W)		297
Using ActionScript 2 in Flash and Flex Applications (RI102W)		292

Session Schedule. Wednesday

Connecting to External Data Using Flex (RI202W)	290
Database Design Fundamentals (WD102W)	293
Advanced ColdFusion Components and Web Services (WD302W)	294

4:00 pm–5:30 pm 90-minute Hands-On Sessions

*Advanced Drawing and Illustration Techniques in Flash (CR203H)	386
Getting Started with ColdFusion (DP101H)	392
Building Your First Dynamic Web Application (DP203H)	396
Using the CSS Box Model for Page Layout (DP301H)	391
Developing Games for Flash Lite (MC301H)	395
Best Practices for Creating Engaging Software Demos on the Web (TC001H)	387
Creating Rapid eLearning (TC003H)	393
Structured Development, ColdFusion Done the Right Way (WD201H)	394

4:00 pm–5:00 pm 60-minute Workshop Sessions

Creating a Flash "Talking Head" Application (CR206W)	296
Advanced Flash Animation (CR304W)	293
Deploying the Macromedia Web Publishing System (DP206W)	289
Creating Dynamic Applications with Flash Lite 1.1 (MC310W)	298
Customizing Components for Flex and Flash (RI008W)	288
Using ColdFusion to Power Flex and Flash Applications (RI210W)	290
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Blended eLearning: Using the Right Tool for the Job (TC104W)	291
Building for Scalability (WD204W)	299
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Blackstone Event Gateways (WD310W)	292

5:30 pm–6:30 pm Sneak Peeks	Conference Auditorium
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6:30 pm–7:30 pm Birds-of-a-Feather and Evening Sponsor Presentations

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Session Schedule. Thursday

9:00 am–10:30 am 90-minute Hands-On Sessions

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*ActionScript for Designers (CR201H)	386
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Modifying and Optimizing Web Graphics (DP201H)	391
Creating Your First Flex Application (RI101H)	395
Best Practices for Creating Engaging Software Demos on the Web (TC001H)	387
Structured Development, ColdFusion Done the Right Way (WD201H)	394
Leveraging Web Services with ColdFusion (WD203H)	393

9:00 am–10:00 am 60-minute Workshop Sessions

Creating Playlist and Content Driven Flash Video and MP3 Players (CR208W)	291
Advanced Flash Animation (CR304W)	294
Creating Richer and More Maintainable Sites with CSS (DP202W)	293
Building Applications with PHP and Dreamweaver (DP210W)	297
Usability Testing: Doing It Yourself vs. Hiring a Consultant (GE012W)	296
Developing FlashCast Channels (MC304W)	299
Creating Rich User Experiences with the Flex Experience Model (RI002W)	298
Developing Flex Applications with Flex Builder (RI004W)	288
Optimizing Flex Performance at the Client (RI006W)	295
Using ActionScript 2 in Flash and Flex Applications (RI102W)	290
Database Design Fundamentals (WD102W)	289
Advanced ColdFusion Components and Web Services (WD302W)	292

10:15 am–11:15 am 60-minute Workshop Sessions

Creating a Flash "Talking Head" Application (CR206W)	292
Introducing the Macromedia Web Publishing System (DP002W)	288
Beyond Internet Explorer: Tips For Better Cross Browser Experiences (DP204W)	295
Flex Look and Feel: Styling, Skinning, and Beyond (GE008W)	299
Working with Live XML Feeds for FlashCast Channels (MC308W)	298
Developing Accessible Flex Applications (RI014W)	294
Using the AIM/ICQ Instant Messaging API in Macromedia Central (RI018W)	290
Optimizing Flex Performance with Large Data Sets (RI204W)	289
The Future of ColdFusion: Blackstone (WD002W)	291
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Java Powered ColdFusion (WD304W)	293

Session Schedule. Thursday

11:15 am–12:45 pm 90-minute Hands-On Sessions

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Building Your First Dynamic Web Application (DP203H)	396
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Developing Games for Flash Lite (MC301H)	395
Debugging Flex Applications (RI103H)	391
Best Practices for Creating Engaging Software Demos on the Web (TC001H)	387
Creating Rapid eLearning (TC003H)	393
Structured Development, ColdFusion Done the Right Way (WD201H)	394

11:30 am–12:30 pm 60-minute Hands-On Sessions

Developing 3D Games With Macromedia Director (CR302W)	294
Contribute to the Rescue! (DP012W)	298
Deploying the Macromedia Web Publishing System (DP206W)	297
Using JSAPI to Develop Tools and Effects (DP302W)	296
Dreamweaver Killer Tips (DP304W)	291
Case Studies: What Works and What Doesn't (GE006W)	293
Developing Device Interfaces for Mobile Phones (MC006W)	299
To Build or To Buy—How Flex Helps Intranet Projects Cost Less (RI012W)	290
Using ColdFusion to Power Flex and Flash Applications (RI210W)	289
ColdFusion Printing and Reporting (WD004W)	288
Building for Scalability (WD204W)	292
Blackstone Event Gateways (WD310W)	295

12:30 pm–1:30 pm Lunch

1:30 pm–3:00 pm 90-minute Hands-On Sessions

Integrating Video in Flash (CR103H)	396
ActionScript for Designers (CR201H)	391
Talking to Databases: SQL for Designers (DP105H)	387
*Creating Templates for Distributed Content Creation (DP205H)	386
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Developing Occasionally Connected Applications with Flex and Central (RI201H)	394
Structured Development, ColdFusion Done the Right Way (WD201H)	392
Leveraging Web Services with ColdFusion (WD203H)	393

Session Schedule. Thursday

1:30 pm–2:30 pm 60-minute Workshop Sessions

Streaming Live Video with Flash (CR002W)	294
Using Flash and Director Together to Create Rich Experiences (CR306W)	297
Customizing Dreamweaver (DP004W)	290
Leveraging Macromedia Contribute 3 and FlashPaper™ 2.0 for Web Publishing (DP008W)	289
Decisions, Decisions: HTML and Rich Internet Applications (GE010W)	293
The Macromedia Vision for Lighting Up a Billion Mobile Devices (MC002W)	298
Mobile SMS Applications Made Easy (MC204W)	299
Customizing Components for Flex and Flash (RI008W)	288
Best Practices for Developing Flash Applications (RI214W)	291
SCORM 2004: A Primer for Flash MX 2004 Developers (TC202W)	296
Working with Multiple ColdFusion Instances (WD202W)	292
Coding for Reuse (WD216W)	295

2:45 pm–3:45 pm 60-minute Workshop Sessions

Developing Sites for Distributed Content Creation (DP006W)	288
How Distributed Authorship with Contribute Helped Northwestern Mutual (DP010W)	296
Building a Basic CMS with ColdFusion and Dreamweaver (DP208W)	290
FlashCast for Fun and Profit (MC012W)	299
Creating Dynamic Applications with Flash Lite 1.1 (MC310W)	298
Single-Screen Checkout: Next Generation Solutions Using Flex (RI010W)	295
Flash Accessibility: State of the Art (RI016W)	293
Building Flash Applications with Dynamic Data (RI208W)	289
Understanding the Flash Player Security Model (RI212W)	297
ColdFusion Performance Tips and Tricks (WD208W)	292
Integrating with Microsoft Office (WD212W)	291

Conference Highlights

Welcome Reception

Kick off MAX 2004 with a fun opportunity to meet new people and catch up with those you haven't seen since last year. Come relax and socialize with fellow developers, designers, conference sponsors, exhibitors, and Macromedia staff at Monday evening's Welcome Reception from 5:00 pm–7:00 pm in Hall J of the Ernest N. Morial Convention Center. Enjoy cocktails and appetizers and gear up for three action-packed days of learning, networking, and excitement.

Sponsor Reception

Come see the latest products and services on display, meet the MAX 2004 sponsors and enjoy a relaxing evening after a full day of learning at this special reception Tuesday evening from 5:30 pm–7:00 pm in the Exhibit Showcase.

Tuesday General Session

Get the latest on Macromedia's vision and product strategy directly from the company leadership. You'll hear about the future of the Flash technology platform, see new ways to create Rich Internet Applications with Flex, and explore the next generation of ColdFusion—codename: Blackstone.

Wednesday General Session

In this session we will continue to explore Macromedia's vision and strategy. We'll take a closer look at the emerging opportunities to deploy applications and content across mobile devices, explore integrating communications into applications, and discuss the evolving model for content publishing on the web. We will also announce the winners of the coveted MAX Awards, plus a few more surprises!

Sneak Peeks

Wednesday, November 3 – 5:30 pm–6:30 pm – Conference Auditorium

Don't miss the Sneak Peeks! For those who were at MAX 2003, you know that this was one of the most popular sessions of the week. The Sneak Peeks offer a special opportunity to go inside the Macromedia development labs and see future technology that our brilliant engineers have been dreaming up. MAX attendees will be among the first to see some of the new goodies that may (or may not!) make it into future product releases. There is no need to pre-register for the Sneak Peeks session.

Special Event at Mardi Gras World

Join us Wednesday evening for a special event, Mardi Gras style! Mardi Gras World is managed by the family of Blaine Kern, the world's largest and most respected floatbuilder. Since 1947, the company has grown to create 75% of all the spectacular props and floats seen in Mardi Gras parades, including superfloats like the Leviathan and SS Captain Eddie, with ornate design, sound, and miles of fiber optic lights.

At the MAX Special Event you'll have the opportunity to see these huge floats up close, as well as watch and talk to the artists in the workshop where they are developing new elements that will be seen at future parades. There will also be lots of great food, drinks, dancing, and entertainment.

Attendance is free for conference attendees. Be sure to wear your conference badge for entry onto the bus and into Mardi Gras World. If you'd like to bring a guest, go to Conference Registration to purchase a guest pass (adult guest: \$50, child guest: \$25).

CyberCafe—Sponsored by Apple Computer

Visit the CyberCafe, located in the Exhibit Showcase, to access the Internet, the MAX Presentation Library, introNetworks™, and select or change your session agenda. Also be sure to complete the online conference survey on Wednesday or Thursday to receive your thank-you gift. To access a CyberCafe kiosk you will need to enter the login and password defined during the MAX online registration process. When you log out of the CyberCafe kiosk, your session cache is cleared so future users of the kiosk will not have access to information entered during your session. In addition to the kiosk, you will also have access to several wired "self service" DHCP connections and wireless connectivity, so you can use your laptop to connect to the Internet.

CyberCafe hours:

Monday, November 1	4:00 pm–7:00 pm
Tuesday, November 2	7:00 am–7:00 pm
Wednesday, November 3	7:00 am–6:00 pm
Thursday, November 4	8:00 am–5:00 pm

Exhibit Showcase

Visit the MAX 2004 sponsors in the Exhibit Showcase to learn more about applications and products that complement Macromedia software. The Exhibit Showcase is open:

Monday, November 1	4:00 pm–7:00 pm
Tuesday, November 2	12:00 pm–7:00 pm
Wednesday, November 3	12:00 pm–6:00 pm

The MAX Awards

The second annual MAX Awards highlight innovative, results-driven experiences built with Macromedia technology. Visit the MAX Awards finalists in the Exhibit Showcase, to meet and share ideas with the developers of these innovative applications. Then go to the CyberCafe and vote for who you think should receive a 2004 MAX Award.

MAX Awards “meet the finalists” hours:

Monday, November 1	4:00 pm–7:00 pm
Tuesday, November 2	5:30 pm–7:00 pm

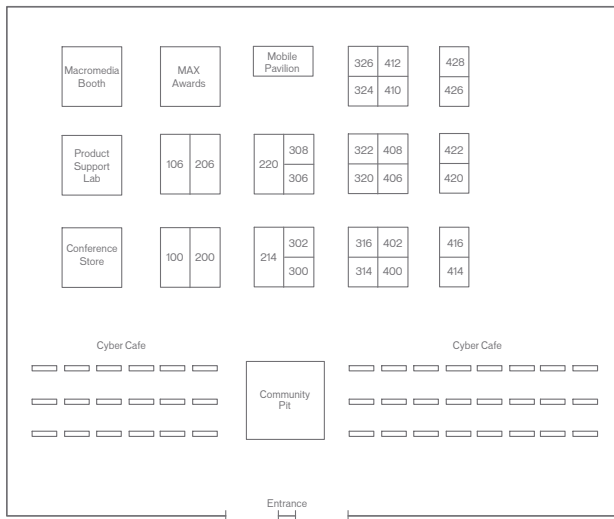
Mobile Pavilion—Sponsored by Symbian

Visit the Mobile Pavilion in the Exhibit Showcase and hear how Macromedia Flash is successfully being deployed by operators and handset manufacturers, learn about the ease of content creation, and see product demonstrations first-hand.

Product Support Lab

Macromedia support engineers will be on hand in the Product Support Lab to help MAX attendees tackle their product support questions. Engineers across all products will be represented in the lab, make sure to stop by to get your questions answered. Located in the Exhibit Showcase, the Product Support Lab is open:

Monday, November 1	4:00 pm–7:00 pm
Tuesday, November 2	12:00 pm–7:00 pm
Wednesday, November 3	12:00 pm–6:00 pm
Thursday, November 4	12:00 pm–3:00 pm



Gold Sponsors

200 Apple Computer
214 eBay

Silver Sponsors

206 DoubleClick
106 HostMySite
100 Macromedia Press
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