



UPDATED PRICING STRATEGY – ADOBE AIR SDK

HARMAN CONNECTED SERVICES

July 2019

STATEMENT

Following our earlier pricing statement, we received some feedback on specific issues and scenarios that has led us to revise some of the details in our pricing strategy. The key changes that we have made are:

- Subscriptions no longer have to be maintained for the duration of an application's distribution. The subscription is only required to use the tools, and the subsequent application package is then independent of the subscription.
- Revenue levels are now based on overall income for the company/individual. Whilst we had hoped to charge based on income just from AIR, many people had concerns how to calculate this, so we have simplified the approach whilst increasing the revenue cap levels to accommodate this change. The mention of 'audits' caused a number of concerns: we are not planning to audit every subscriber's accounts! Instead this is a fairly standard clause that would give us the right to request revenue details if we had strong grounds to suspect a company was on the wrong subscription tier.
- Removing the differential between an 'individual' and a 'company'. So a company – assuming it has annual revenue low enough – would be able to purchase the lower tier of subscription.
- Lowering the prices a little, for the professional and enterprise tiers. We have also switched to an annual subscription so that we have some better visibility of the funds that will be available to us which will then allow us to confirm our longer term roadmap.

Our updated AIR SDK v33 for Android is almost ready and we have started to look at the other platforms, so we look forward to sharing more of our plans with you and working together to support the AIR eco-system.

NEW PRICING

FREE TIER

- Free to download and use the AIR SDK, build tools and redistributables
- A splash screen will be injected during the application start-up
- Use limited to individuals/companies with a total income of less than \$50k/year

COMMERCIAL OPTIONS

Basic

- Revenue cap of \$100k/year
- Annual fee of \$199
- Support via web channels

Professional

- Revenue cap of \$500k/year
- Annual fee of \$799
- Support via web channels

Enterprise

- No revenue cap
- Annual fee of \$1199
- Priority email support for issues

- Pricing is all “per seat”
- Contact us for bulk discount pricing if your subscriptions would be \$10k/yr or more

NOTES

- Subscription charges are for the use of the AIR Developer Tool when creating a redistributable application
 - Initially (in AIR v33.0) this applies just for Android targets; iOS/desktop remain free as these will be the same as the Adobe v32 versions
- Use of the AIR Developer Tool for creating AIR Native Extensions is not impacted by this update: ANE creation and packaging remains free
- You will need to explicitly acknowledge and agree with the updated AIR SDK License Agreement prior to downloading the SDK
- HARMAN will issue a beta/Pre-Release SDK but this must not be used to distribute applications to end users: this is for development/testing purposes only.
- Revenue caps are based on your or your company's income over the preceding 12 month accounting period, your subscription tier will not change during a year

There are a number of requests that we have had for updates/changes which we are planning to make to the AIR SDK, plus some other requests that require us to do further investigations/analysis. Our current plans are below, but we would like to remain very responsive to the needs of the community to help drive AIR's features.

- Short term goals (2019)
 - Publish new AIR SDK for Android (inc 64-bit ARM), iOS, Windows, MacOS
 - Notch/display information for Android/iOS
 - Object pooling in AS3 APIs
 - Increase in texture memory, texture management APIs
 - ANE improvements (Android assets, investigation of support for Swift ANEs)
 - 64-bit Windows ADL and performance improvements
- Longer term potential goals (depending on funding)
 - Updating of WebKit component on desktop platforms
 - Updating of SQLite component
 - Enhancement of multimedia support (new protocols/codecs)
 - Investigations into Linux support, WebAssembly target etc, perhaps with limited APIs



Thank you