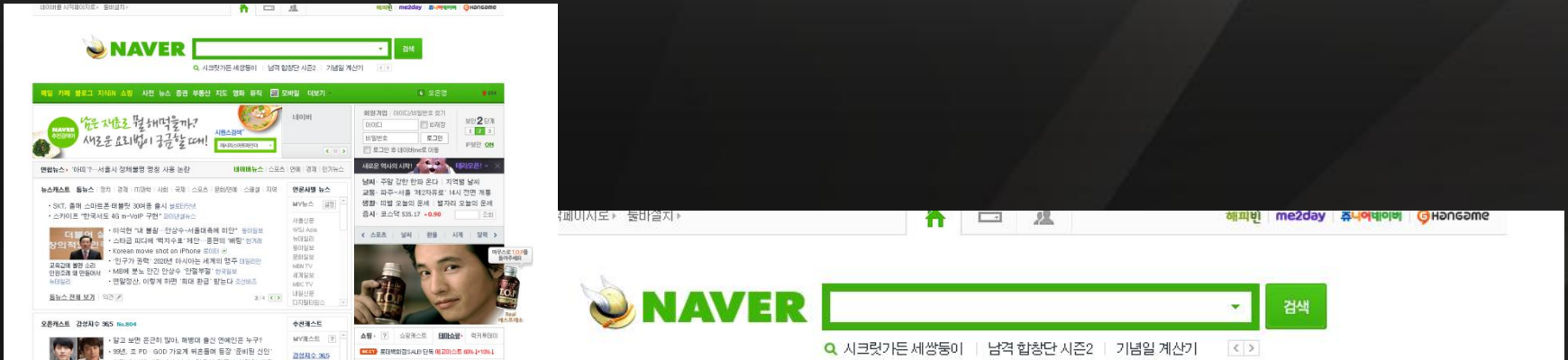


Naver Home Branding Board Turn Extended Version Flash Development Guide

Example (http://demo.ad.naver.com/da2/?u=002X&d=turn&v=demo)



An advertisement for Maxim Espresso T.O.P. The main image shows a man in a black suit holding a jar of coffee. The text on the image reads "30세, 에스프레소가 많이 어지는 나이" (30 years old, the age when espresso tastes better) and "정통 에스프레소 캔커피" (Authentic Espresso Can Coffee). To the right, there is a smaller image of a man sitting at a desk, and a jar of Maxim Espresso T.O.P. Master Blend. The background is dark, and the overall aesthetic is sophisticated and modern.

A small advertisement featuring two men's faces. The text next to them reads "알고 보면 은근히 많아, 해병대 출신 연예인은 누구?" (If you know, there are many more than you think, who are the celebrities who served in the Marine Corps?) and "99년, 조 PD · GOD 가요계 뒤흔들며 등장 '준비된 신인'" (In 1999, Jo PD · GOD shook up the music industry and appeared as a 'well-prepared newcomer').

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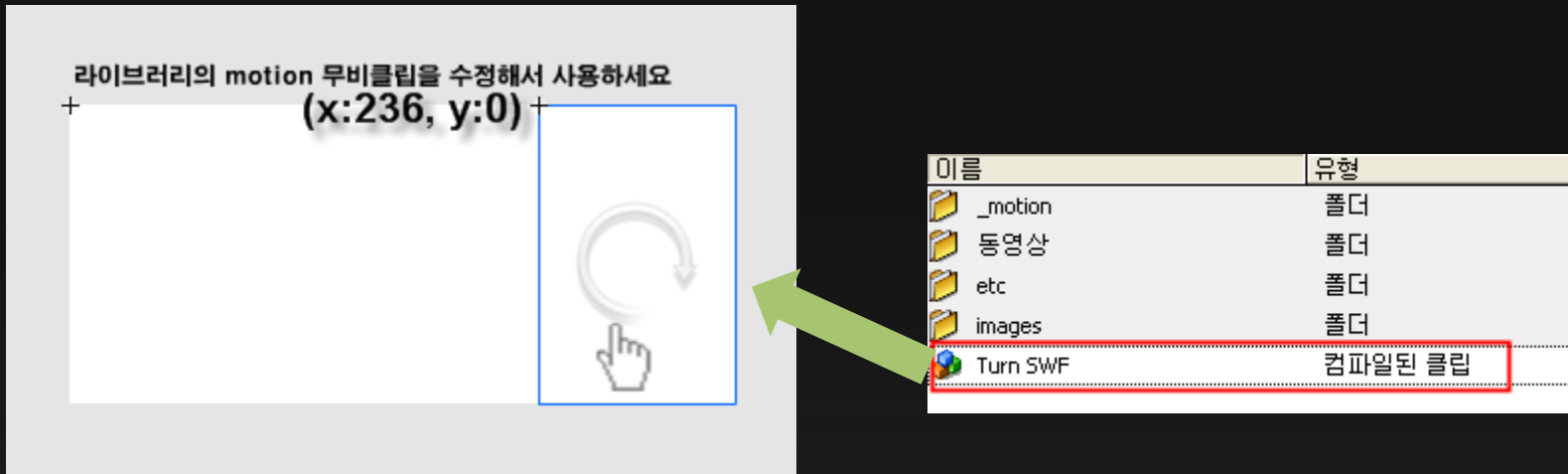
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1. How to Develop Branding Ads

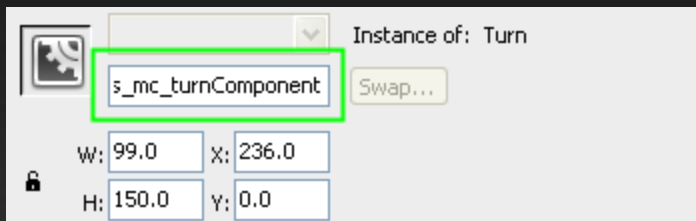
Reference : [templet_335X150_turn fla](#)

1.1 How to Use the Rotating Hand

1. Move to the instance in the motion layer of the Stage Main Timeline.
2. Drag and position the library's turn component to coordinates (x:236, y:0) in the stage.



2. Set the instance name to s_mc_turnComponent .



3. Insert the following ActionScript in the last frame.













```
s_mc_turnComponent.ready(s_mc_turnTarget, s_mc_balloon, s_mc_txt);
```

s_mc_turnTarget : Image movie clip for the product that will be inserted.

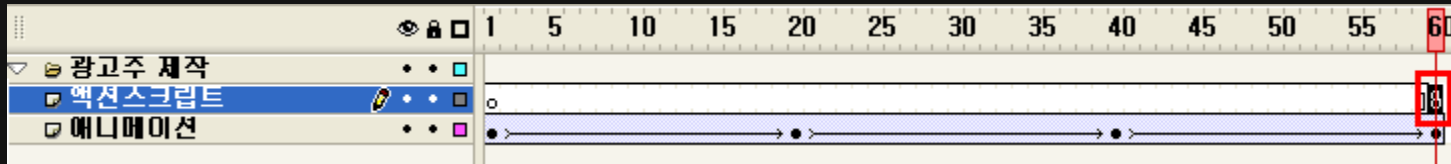
s_mc_balloon : Speech balloon movie clip.

s_mc_txt : Movie clip for the message under the product.

4. The library's motion movie clip can be modified to create the overall animations and images.

Name	Type
 _motion	Folder
 balloon	Movie Clip
 balloonbg	Movie Clip
 balloonScript	Movie Clip
 motion	Movie Clip
 0.jpg	Bitmap
 etc	Folder
 img3.png	Bitmap
 img4.png	Bitmap
 img23.png	Bitmap
 test.flv	Embedded Video
 Turn	Compiled Clip

1.2 How to Create the Right Icons



Implement the icon animation in the animation layer and insert the following action script.

```
stop();
```

The implementation of exaggerated animations, or animations that do not fit the template rules, may lead to the abnormal play of animations.

Always check whether the motions respond to mouse events after the motions have been implemented.

1.3 ActionScript

- Insert the following ActionScript in the first frame of the Stage Main Timeline.

```
/* BrandingBoard link: Enter the following ActionScript */  
Stage.scaleMode = "noScale";  
Stage.showMenu = false;  
  
/* BrandingBoard link: Enter the following ActionScript */  
s_mc_clickArea.onRelease = function(){  
    getURL(_root.click, "_blank");  
}
```

1.3 ActionScript

- Insert the following ActionScript in the first frame of the instance that is in the motion layer of the Stage Main Timeline.

```
stop();

/* Enter the following ActionScript under the first frame of the motion. */
var num_nfreq:Number = Number(_root.nfreq);

this.onEnterFrame = function() {
    if (this.getBytesLoaded() == this.getBytesTotal()) {
        delete this.onEnterFrame;
        if(num_nfreq) gotoAndStop(_totalFrames);
        else this.gotoAndPlay(2);
    }
}
```

- Insert the following ActionScript in the last frame.

```
/*
1. Position the 'Turn' at 236, 0 in the library.
2. Enter the name value in the properties of 'Turn' which has been positioned in the frame : Name s_mc_turnComponent
3. Add the following message. s_mc_turnComponent.ready(s_mc_turnTarget, s_mc_balloon, s_mc_txt);
4. s_mc_turnTarget is the name of the movie clip to return to.
5. The center of the image of the movie clip to return to must be located on the 0.0 point.
*/

stop();

// The mouse click area overlaps with product that turns, so the size must be minimized.
this._parent.s_mc_clickArea._width = 236;

// Set the product to turn.
// s_mc_turnComponent.ready(Movie clip, speech balloon, lower message of the product to turn.);
s_mc_turnComponent.ready(s_mc_turnTarget, s_mc_balloon, s_mc_txt);
```

2. How to Develop the Final Extended Version Ad

Reference : [templet_935x410_turn fla](#)

- Up to **five** buttons can be used. The following is contained in Stage Main Timeline 1Frame.





```
var clickURL1 = _root.click1;  
var clickURL2 = _root.click2;  
var clickURL3 = _root.click3;  
var clickURL4 = _root.click4;  
var clickURL5 = _root.click5;
```

- How to implement the link (Create the button in the desired area and insert the following action script).

```
on(release)  
{  
    gotoURL(_root.clickURL1, "_blank");  
}
```

2.2 How to Use the CLOSE Button

- How to use the Close button in the library.

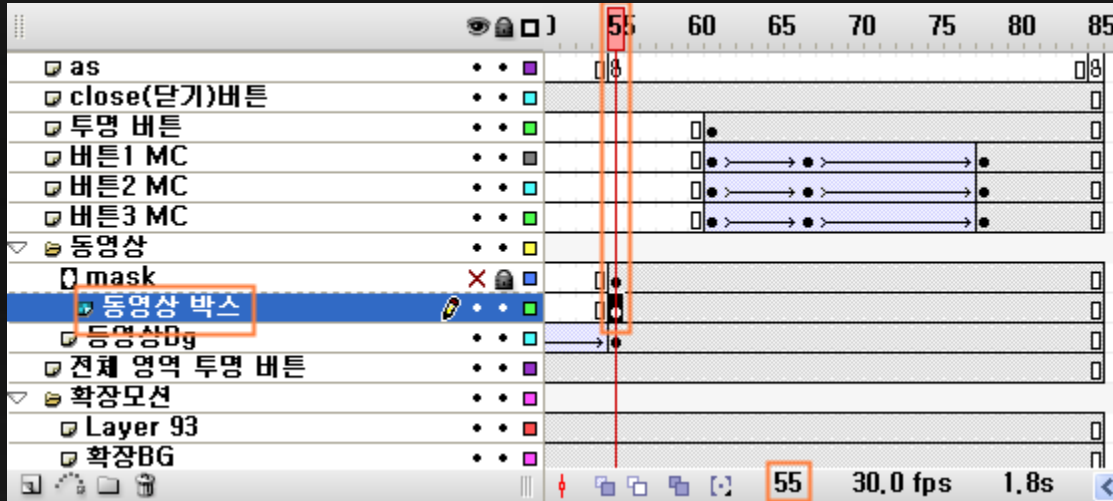
이름	유형
 닫기 버튼	폴더
 닫기버튼	무비 클립
 닫기버튼_기본	무비 클립
 닫기버튼_오버	무비 클립

Drag the “Close button” movie clip in the library to the desired location and use.

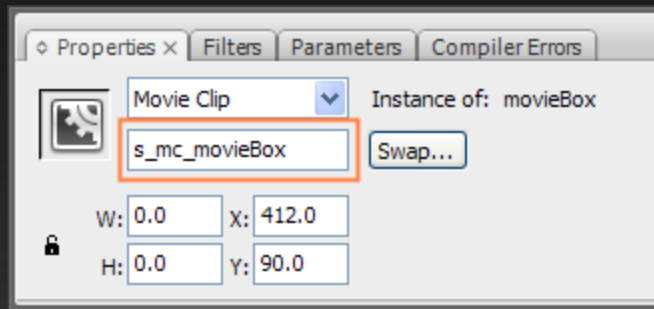
The first frame of the “Close button” movie clip contains the developer source. (The developer source cannot be modified)

2.3 How to Load the Movie swf File

1. Create an empty movie clip in the frame the movie swf file is to be loaded in the stage's main timeline.



2. Set the created movie clip's instance name to s_mc_movieBox.



2.3 ActionScript

- Insert the following ActionScript in the first frame of the Stage Main Timeline.

```
stop();

System.security.allowDomain("*");
Stage.scaleMode = "noScale";
Stage.showMenu = false;

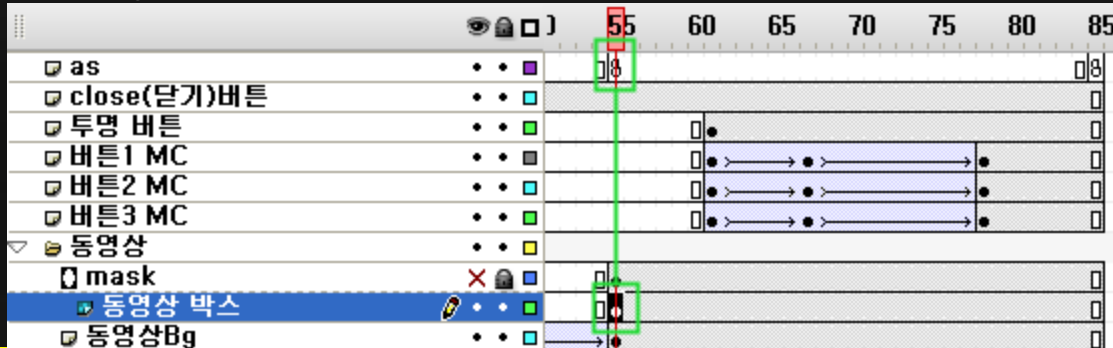
// The following is the URL used in the link. Up to five links can be used.
var clickURL1 = _root.click1;
var clickURL2 = _root.click2;
var clickURL3 = _root.click3;
var clickURL4 = _root.click4;
var clickURL5 = _root.click5;

MovieClip.prototype.frameAction = function (n:Number) {
    this.onEnterFrame = function () {
        if (n == 1) {
            this.nextFrame ();
            if (this._currentframe == this._totalframes) delete this.onEnterFrame;
        } else {
            this.prevFrame ();
            if (this._currentframe == 1) delete this.onEnterFrame;
        }
    }
}

this.onEnterFrame = function() {
    if (this.getBytesLoaded() == this.getBytesTotal()) {
        delete this.onEnterFrame;
        _root.gotoAndPlay(2);
    }
}
```

2.3 ActionScript

- Insert the following ActionScript into the frame that contains the s_mc_movieBox that was created to load the movie swf file in the Stage Main Timeline.



```
var m_obj_listener:Object = new Object();

/*****
Implement link on the loaded movie..
Delete the following if the movie is not in use.
*****/
m_obj_listener.onLoadInit = function()
{
    s_mc_movieBox.s_mc_linkBtn.onRelease = function()
    {
        getUrl(clickURL1, "_blank");
    }
}

/*****/

// ActionScript related to the movie swf file upload.
var m_mcl_loader:MovieClipLoader = new MovieClipLoader();

// Movie swf file path, designate the movie swf file's path.
var url:String = "templet_drag_movie.swf";
var movieSwfURL:String = url;

m_mcl_loader.addListener(m_obj_listener);

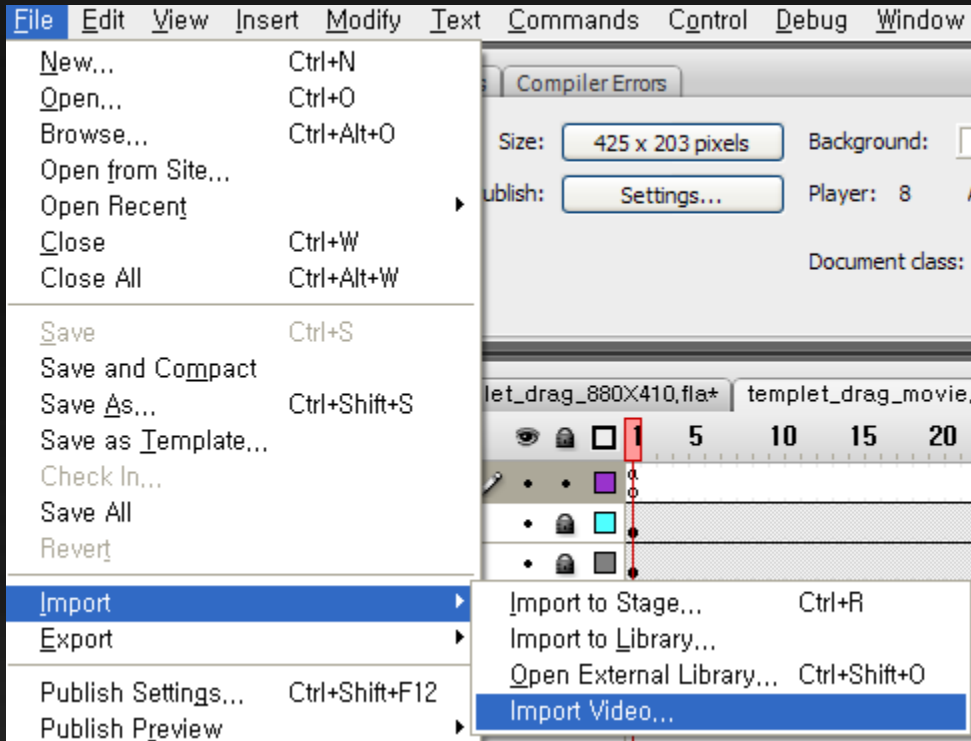
// Load movie.
m_mcl_loader.loadClip(movieSwfURL, s_mc_movieBox);
```

3. How to Develop Video Ads

Reference : `movie.flv`, `movie.swf`

3.1 Embedding Video Files

1. “File → Import → Import Video...” Click



3.1 Embedding Video Files

1. Select a video file using the Browse button.

Select Video

Where is your video file?

On your computer:

File path:

Examples: c:\path\to\video.flv
\\server\path\to\video.mov

Already deployed to a web server, Flash Video Streaming Service, or Flash Media Server:

URL:

Examples: http://mydomain.com/directory/video.flv
rtmp://mydomain.com/directory/video.xml

Please enter the path of the video file you would like to import, or use the browse button to select the file.

3.1 Embedding Video Files

2. Click the Next button after selecting “embed video in SWF and play in timeline”.

Deployment

How would you like to deploy your video?

- Progressive download from a web server
- Stream from Flash Video Streaming Service
- Stream from Flash Media Server
- As mobile device video bundled in SWF
- Embed video in SWF and play in timeline
- Linked QuickTime video for publishing to QuickTime

WARNING: Embedded deployment is likely to cause audio synchronization issues. This option is **ONLY** recommended for short video clips with no audio track.

Embedding video in a SWF file lets you sync video with other visual elements on the stage. For example you can add interactive elements to a video frame to create hotspots that link to other content.

Note: Embedding substantially increases SWF file size.

< Back **Next >** Cancel

3.1 Embedding Video Files

3. Check the boxes shown below and click the Next button.

Embedding

How would you like to embed the video?

Symbol type: Embedded video

Audio track: Integrated

Place instance on stage

Expand timeline if needed

Embed the entire video

Edit the video first

Note: The codec in the video file you are importing does not support editing.

< Back Next > Cancel

3.1 Embedding Video Files

4. Click the Finish button.

Finish Video Import

You are done entering the video settings. When you click Finish the following will happen:


- The video will be placed on the stage.
- The timeline will be expanded to accommodate the playback length.

After importing video, view video topics in Flash Help

< Back **Finish** Cancel

3.1 Embedding Video Files

5. Once the video is embedded, the video is included as “embedded video” in the library, as shown below.

Name	Type	Use Count	Linkage
 test.flv	Embedded Video	-	:

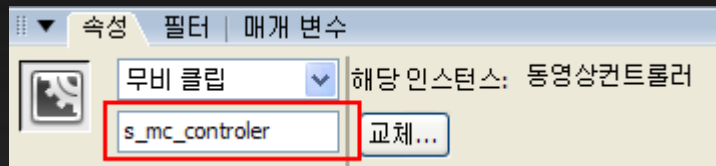
- How to use the provided buttons.

A “movie controller” movie clip is included in the library.

1. Drag the “movie controller” to the stage and position in the desired coordinates.

이름	유형	사용 횟수
컨트롤 버튼	폴더	
동영상컨트롤러	무비 클립	-
playStopBtn	무비 클립	-
soundBtn	무비 클립	-

2. Set the button's instance name to “s_mc_controler”.



3.3 ActionScript

- Insert the following ActionScript in the first frame of the main timeline.

```
/*  
The transparent movie clip button is used as a  
link button after the movie.swf is loaded onto the extended ad.  
Must not be deleted during production.  
*/  
  
System.security.allowDomain("*");  
Stage.scaleMode = "noScale";  
  
MovieClip.prototype.frameAction = function (n:Number) {  
    this.onEnterFrame = function () {  
        if (n == 1) {  
            this.nextFrame ();  
            if (this._currentframe == this._totalframes) delete this.onEnterFrame;  
        } else {  
            this.prevFrame ();  
            if (this._currentframe == 1) delete this.onEnterFrame;  
        }  
    }  
}  
  
// Movie volume.  
var volumeLevel:Number = 80;  
  
var sound_obj = new Sound();  
sound_obj.setVolume(volumeLevel);  
  
var isPlaying:Boolean = true;  
var soundOn:Boolean = true;
```

Continue

ActionScript for the play, stop and volume button.

```
/****** Play, stop button *****/
s_mc_controler.s_mc_playStopBtn.onRollOver = function()
{
    var btn;
    if(isPlaying) btn = this.s_mc_stopBtn;
    else btn = this.s_mc_playBtn;
    btn._parent.swapDepths(btn._parent._parent.getNextHighestDepth());
    btn.frameAction(1);
}

s_mc_controler.s_mc_playStopBtn.onRollOut = function()
{
    var btn;
    if(isPlaying) btn = this.s_mc_stopBtn;
    else btn = this.s_mc_playBtn;
    btn.frameAction(0);
}

s_mc_controler.s_mc_playStopBtn.onRelease = function()
{
    var btn;
    if(isPlaying)
    {
        isPlaying = false;
        this.gotoAndStop("play");
        btn = this.s_mc_playBtn;
        btn.gotoAndStop(btn._totalframes);
        this._parent._parent.gotoAndStop(this._parent._parent._totalframes);
    }
    else
    {
        isPlaying = true;
        this.gotoAndStop("stop");
        btn = this.s_mc_stopBtn;
        btn.gotoAndStop(btn._totalframes);
        this._parent._parent.gotoAndPlay(2);
    }
}
}
```

Continue

3.3 ActionScript

ActionScript for the play, stop and volume button.

```
/****** Volume control button *****/
s_mc_controle.s_mc_soundBtn.onRollOver = function(){
    var btn;
    if(soundOn) btn = this.s_mc_soundOnBtn;
    else btn = this.s_mc_soundOffBtn;
    btn._parent.swapDepths(btn._parent._parent.getNextHighestDepth());
    btn.frameAction(1);
}

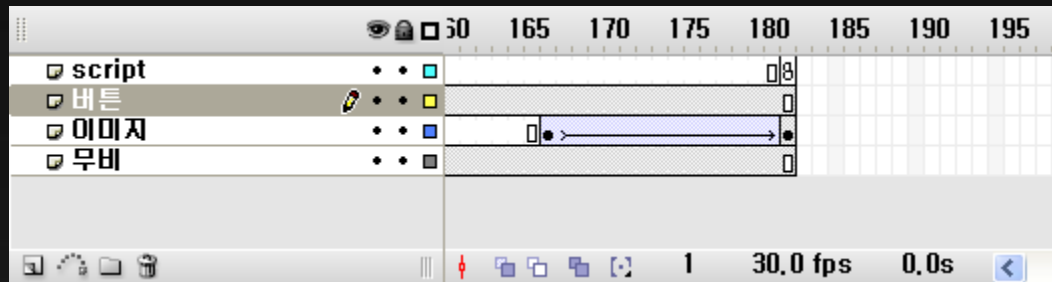
s_mc_controle.s_mc_soundBtn.onRollOut = function(){
    var btn;
    if(soundOn) btn = this.s_mc_soundOnBtn;
    else btn = this.s_mc_soundOffBtn;
    btn.frameAction(0);
}

s_mc_controle.s_mc_soundBtn.onRelease = function(){
    var btn;
    if(soundOn)
    {
        soundOn = false;
        sound_obj.setVolume(0);
        s_mc_controle.s_mc_soundBtn.gotoAndStop("off");
        btn = this.s_mc_soundOffBtn;
        btn.gotoAndStop(btn._totalframes);
    }
    else{
        soundOn = true;
        sound_obj.setVolume(volumeLevel);
        s_mc_controle.s_mc_soundBtn.gotoAndStop("on");
        btn = this.s_mc_soundOnBtn;
        btn.gotoAndStop(btn._totalframes);
    }
}
```

4. How to Develop Browser Ads that Does Not Support the Internet Explorer

Reference : 280X150_turn_firefox fla

- Refer to the provided templet_280X150_turn_firefox fla file.



5. Precautions

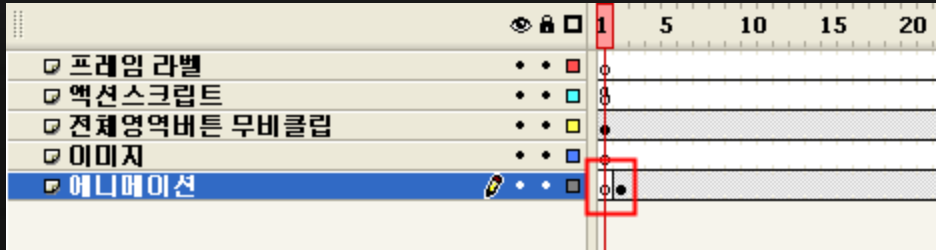
- ✓ The name of all instances must not be modified.
- ✓ The developer source inside the provided template file (fla file) must not be modified.
- ✓ The instance name that was used in the template must be used when using the library's object.

4. How to Develop Browser Ads that Does Not Support the Internet Explorer

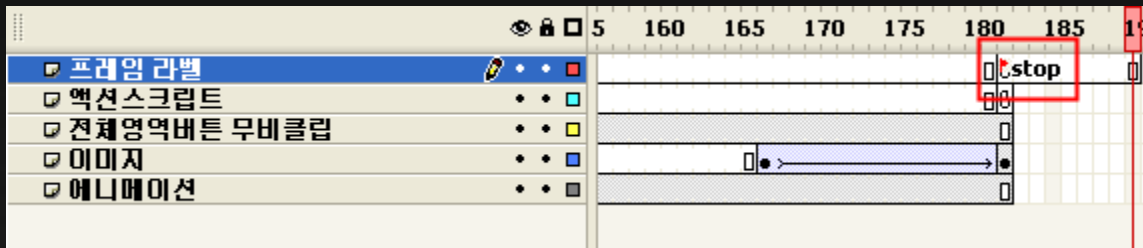
Reference : 280X150_turn_firefox fla

4.1 How to Create the Overall Structure

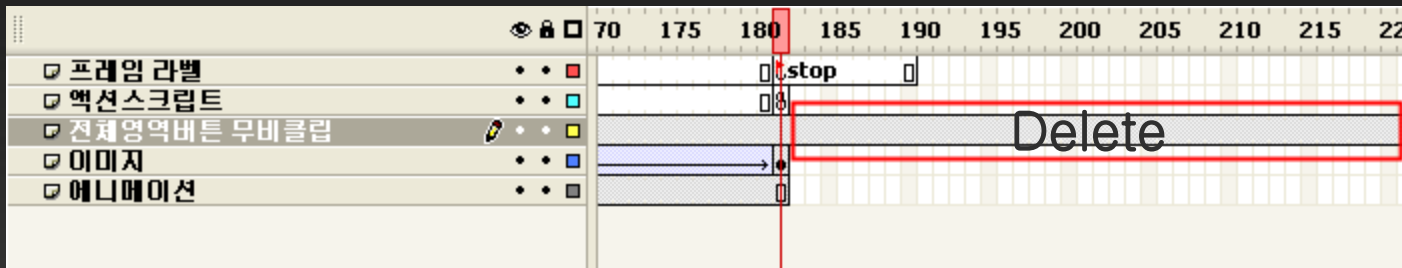
- The advertisement animation must start at **Frame 2**.



- The label name “stop” must be inserted in the frame where the ad animation ends.



- Unnecessary frames must not exist after the ad animation ends, as seen below.



4.2 ActionScript

- Insert the following ActionScript in the first frame.

```
stop();

Stage.scaleMode = "noScale";
Stage.showMenu = false;

s_mc_click.onRelease = function(){
    getURL(_root.click, "_blank");
}

var str_nfreq:String = _root.nfreq;
var num_nfreq:Number =(isNaN(Number(str_nfreq)))? 0 : Number(str_nfreq);

this.onEnterFrame = function()
{
    if (this.getBytesLoaded() == this.getBytesTotal())
    {
        delete this.onEnterFrame;
        if(num_nfreq) gotoAndStop("stop");
        else gotoAndPlay(2);
    }
}
```

- Insert the following ActionScript in the last frame.

```
stop();
```

5. Precautions

- ✓ The name of all instances must not be modified.
- ✓ The developer source inside the provided template file (fla file) must not be modified.
- ✓ The instance name that was used in the template must be used when using the library's object.
- ✓ The animation must start in Frame 2 when creating a non-supported advertisement.