

# CONVERT YOUR FLASH FILES TO HTML5 WITH EASE.

Make your HTML5 transition smoother with this handy Sizmek guide to the best tools available.

## Ad Builder for HTML5

Built directly into the MDX platform, Ad Builder for HTML5 is an easy way to get your HTML5 ad campaigns up and running. This tool's drag-and-drop design components make it quick to build all the most common ad types. Your ads can be customized using JavaScript to make them as complex as you need. Add in feeds for [weather](#), bank rates, [top news stories](#), [advertiser products](#), live odds, stock tickers, location data, social, and so on from any provider with ease.



## HELP CENTER INSTRUCTIONAL VIDEO



[Click image to play](#)

Ad Builder for HTML5 also provides you with the easiest way to build a dynamic creative ad. Type in your text, position your images, and then tick a button for each element you want to be a dynamic.

Sizmek runs regular training sessions on how to use Ad Builder. Contact your local creative account manager to arrange for training or to find out more.

## Flash Pro CC “Convert to HTML5 Canvas” feature

To help ease the transition from Flash to HTML5, Adobe included a feature in Flash that allows you to export HTML5 assets directly from Flash Pro CC ads. To find out more, read [Adobe's article](#) on this feature.



Sizmek also provides you with a build guide for using Flash Pro CC to build a Sizmek-ready HTML5 ad [here](#).

## Issues to keep an eye on

- Canvas support is not universal. A majority of features are supported across the latest versions of the main browsers, but you will want to review Canluse.com for using special features.
- Doublecheck your end product – some Flash filters are not supported for HTML5 output that are normally available via SWF output.

## Swiffy and other converters

Swiffy is a free plugin for Flash CS6 (and under) made by Google that autoconverts FLAs to HTML5. [This document](#) walks designers through the process of converting a FLA to a ready-to-run Sizmek ad using Swiffy.



## Issues to keep an eye on with conversion tools

- Once an ad is designed and uploaded, it is difficult to make any edits afterward – you can't make changes to it like you can with regular HTML5 ads.
- Simple Flash standard banners usually turn out fine. Ads with more advanced features (video players, dynamic elements, properly classed AS3 projects) can be more of a gamble. Sometimes the breaks are not obvious – looping might stop, video might not load or play, buttons might animate but not clickthrough, and so on.
- Generally, a converted ad's final file size is larger than an SWF or a handcoded HTML5 ad.
- Ads converted using Swiffy are not easily usable by Flash Pro CC. A better option: use the Flash Pro CC “Convert to HTML5 Canvas” feature instead of trying to make Swiffy work in Flash Pro CC.

# MASS CONVERT ADS FROM FLASH TO HTML5? NO PROBLEM

## Adobe Edge (and other tools)

Adobe Edge is a powerful animating tool that exports HTML5 natively. The animation process and workflow are similar enough to Flash that the average Flash designer will likely be able to sort through the basics in an afternoon. This Sizmek [guide](#) helps designers to use Adobe Edge to create a fully working Sizmek ad without having to handcode.



Sizmek also provides guides for other tools, such as [Google Web Designer](#) and [Hype](#).

## Handcoding workspaces

In addition to the tools already discussed, Sizmek Creative Development can build whatever you need, such as a block of code to upload to a Sizmek-ready ad. This way, creative agencies with already-built advertiser websites don't have to start from scratch to make their JS/CSS work, including animations, buttons, and structure.

Basic templates are available in the Showcase Ad Formats section:

- [Standard Banner](#)
- [Polite Banner](#)
- [Single Expandable Banner](#)

Instructions for building HTML5 ads are covered in the [Help Center](#).

Check out these more sophisticated formats that are available for you to use:

- [Responsive Full Screen Expandable](#)
- [Full Screen Expandable](#)
- [Expandable Responsive](#)
- [Polite Responsive](#)

Contact your Sizmek representative or email [info@sizmek.com](mailto:info@sizmek.com) to find out about arranging a training session or for more information about Sizmek creative tools.