# Steve Jobs ~~Lies About~~ Speaks Up On Flash

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Related Categories: Flash Player, iOS, General

I got to be honest, I was gearing up for a massive rant on the **latest PR effort by Apple** in which Steve Jobs is trying to defend the company's ridiculous anti-Flash stance. But as it turns out I'm far too slow and some of my friends and colleagues have already said what needs to be said and I therefore would like to simply point you to a few of my favourite posts on the subject.

First off though, let me state that Apple certainly makes some valid points. Unfortunately for them however, most of the arguments against Flash are either half-truths or flat-out lies, with the outcome that any remotely valid points can't be taken seriously. And if I look over the points made in the posts I link below I must say there isn't really a single argument left standing.

So first up is **Adam Banks** with his **thoughts on Steve's thoughts**. Adam addresses many of the most serious flaws of Steve Jobs' argumentation and picks them apart one by one.

**Jesse Warden** adds yet **more firepower**, and also addresses the totally ridiculous H.264 argument.

**Dan Rayburn** adds a great amount of sense to the discussion by **calling Apple's bluff** of trying to masquerade the lack of Flash on the iEverything as a technology issue. It clearly is not, and it is not about HTML5 versus Flash either. It's the App Store versus Flash. Apple simply is too greedy to let anyone else in on the goldrush - oh sure, developers are allowed to build apps (and hand over a large cut of their revenues) but only if they play by Apple's ever changing rules. Not for me, thanks.

Even **Adobe's CEO** has already been **quoted** on this latest development, and his thoughts are **here**.

Also check out this **'first draft'** of Steve's rant.

Let's face it, Apple feels immensely threatened by Flash. It's evident just by the fact that Steve Jobs felt the need to write that blog post - when did you last see Apple's CEO defend a company decision in this way? Why the need to explain themselves? And this comes from a company that doesn't even allow their employees to blog or speak publicly on record! And you want to talk about 'Open'? Gimme a flippin' break.

What I find most interesting on this whole spat is the fact that I feel forced to write posts like this one. It's not something I want to write about, but I don't like lies and FUD left to stand unchallenged. The same can not be said for the other side though: how many Flash developers (or Adobe board members for that matter) do you see writing posts that would provoke a response from Apple, or their fanboy crowd? I don't see any. And that's exactly why I love the Flash community that much and feel so passionate about it, feeling the need to defend our ground: we do not go out and hrow mud at other people's products or technologies, in fact quite the opposite is the case. Every single Flash Developer I know is multi-skilled, and many have written iPhone apps, in Objective-C would you believe (that's subject to change, see **Mike Chambers** and others, yours truly including, but then I was indeed lazy and coded in AS3, sorry Steve).

I honestly do not understand where the need to bash Flash comes from. If Flash really eats your CPU or drains your battery then why not simply uninstall it? I donlt see people doing that. Could it be that deep down you know that video decoding requires CPU cycles, and that this won't change no matter what codec and playback technology you deploy? Or maybe it's because we all know that Flash is an essentially fibre of today's web, and your iPhone's battery is dead after barely 6 hours of normal usage and lasts for just about a single day (nighttime not included) if you don't touch it, and that's without Flash...

It's all about choice, and Apple does not want you to have any if you use their devices. But then you do have a choice after all: the choice not to buy Apple's products. Thankfully.

Update:
Here are some more great articles on the subject from **Ryan at Untold Entertainment** speaks of misdirection by Apple, **Lee Fernandes** busts yet more of Steve's myths, **Andrew of the One Degree Group** hopes this exercise will backfire on Apple, **Rob Pegoraro of the Washington Post** also sees right through Apple's smokescreen and **OSNews smells hypocrisy thick enough to cut it with a knife**. Wow, strong words.