



ZingChart Plots to End the War between HTML5 and Flash in Web-Based Charting

FOR IMMEDIATE RELEASE

San Diego, CA (zingchart.com) April 7, 2010 – The much anticipated iPad launch has had programmers and designers around the world fretting about the future of Flash ever since the infamous blue Lego made a cameo role in Steve Jobs’s iPad demonstration. The event spawned a heated debate of the merits of HTML5’s <canvas> tag and Flash. Rather than focusing on a single technology, ZingChart closed the gap in web-based charting by launching ZingChart Flash + <canvas> to work everywhere.

ZingChart is a platform- and browser-agnostic charting library that enables programmers to deploy nearly identical charts in both Flash and HTML5 <canvas> using a single JavaScript Object Notation (JSON) file. With the launch of ZingChart Flash + <canvas>, programmers and designers no longer need to make compromises when choosing a charting and graphing library.

Thomas Powell, ZingChart’s architect, sees the new product as a bridge between competing visualization technologies. “The launch of the iPad has created a rift between HTML5 programmers and Flash developers – with both sides making strong predictions as to what the future of the web will hold. With ZingChart, we’ve covered both sides of the equation and taken the ‘either/or’ dilemma out of building interactive charts and graphs. Not to mention the fact that ZingChart is as powerful and customizable as charting libraries come.”

The Flash vs. <canvas> debate is more than just a personal preference. Those involved in data visualization and information graphics are worried about performance and speed, especially when plotting large datasets. Through testing multiple scenarios, ZingChart found that many factors -- such as number of data points, chart and library complexity, and browser -- influence chart load speed, and neither Flash nor <canvas> is a consistent winner across all test cases. Powell adds, “Rather than declare a victor, we will leave it up to designers and developers to decide what they prefer when making a visualization.”

With a torrent of data to analyze and visualize, format wars should be of little concern. ZingChart acknowledges that end users don’t care what a visualization is built in, they just want it to work everywhere.

ZingChart Flash + <canvas> is currently in a demonstration phase and is available for review at <http://www.zingchart.com/flash-and-html5-canvas>. ZingChart for Flash is available for trial download and purchase at <http://www.zingchart.com/>.

+++ Summary +++

ZingChart is a charting library that allows programmers and designers to render customized, interactive charts and graphs in both Flash and HTML5 <canvas>. This enables cross-device and cross-platform functionality and implementation on the Apple® iPad, iPhone, and nearly all other devices and browsers. ZingChart saves programming time and prevents duplications of efforts needed to support devices without the Flash plugin.

+++ About ZingChart: +++

ZingChart is a project that emerged out of the development of a deep web analytics system that required a powerful charting library to process and plot large amounts of data. The available charting components buckled under the volume of data and lacked the desired cross-platform flexibility, so the team began the development of ZingChart in December 2008 and released version 1.0 in early 2010.

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