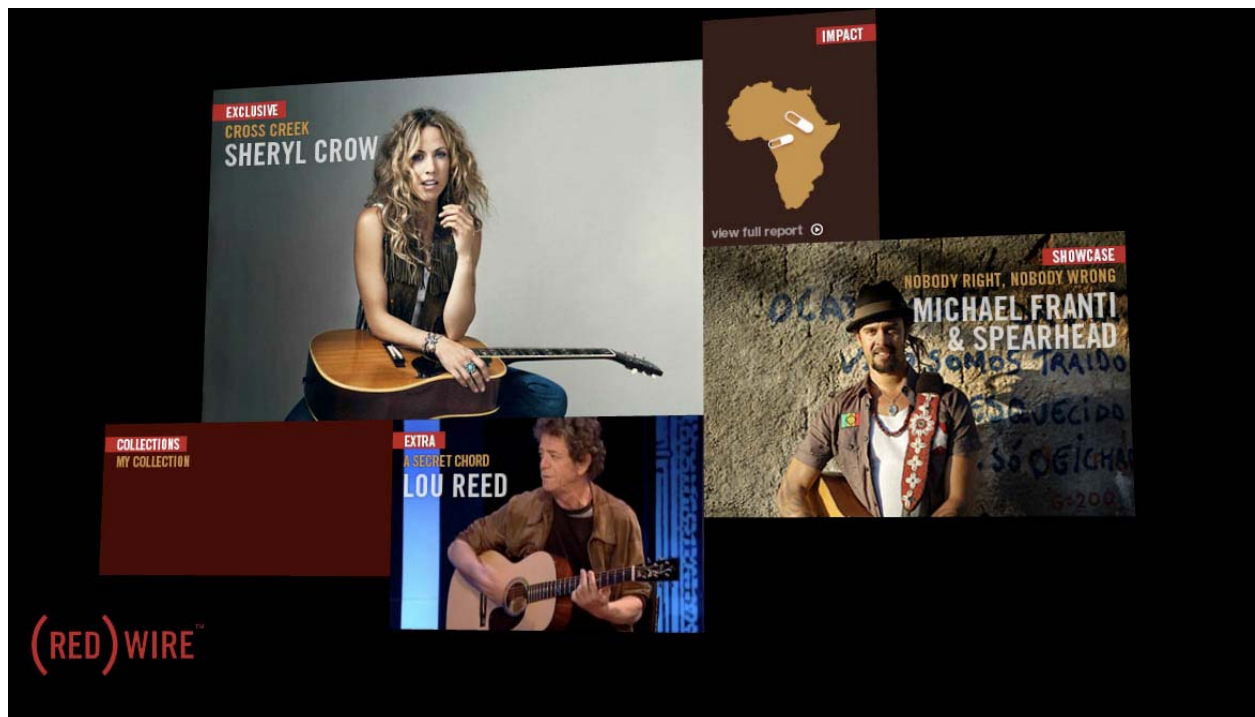


Professional Portfolio - Redwire

Passalong Networks – Franklin (Nashville) Tennessee

RedWire – When Bono, of the popular music group, U2 and Bobby Shriver, a member of the storied “Kennedy Family” came together to form “Red”, their mission was to create sustainable funding sources for the fight against AIDS and Malaria in Africa. By appealing to the mass market, they created a commerce strategy where a portion of product sales directly funded their work in Africa. In the music space, this effort created the digital brand “RedWire”. This subscription music service brings artists around the globe who contribute their brands and product to the cause culminating in a digital magazine.



The RedWire digital magazine presents an immersive subscription based 3D experience delivered in a rich media client.

Case Study

The RedWire project presented a number of challenges that needed to be overcome in order to meet the “Red Team’s” objects. Key to the goals of the server was supporting both connected and disconnected models allowing their clients to have access to their libraries equally whether tethered to the Internet or sitting on an airplane. To support this model, I designed and managed the implementation of an Adobe Flex/Air application supported by a complex Java/REST back-end implementing client-server synchronization.

