

Crank Software Inc.

Embedded User Interface Solutions

Corporate Overview

Crank™ Software is an innovator in embedded user interface (UI) solutions. Compared to traditional electronic design automation tools, Crank Software's products and services enable R&D teams to more quickly develop rich UIs for resource-constrained embedded devices—like in-car graphical displays and animated GPS systems.

Crank Software bridges the gap between UI design and embedded systems to deliver competitive advantage because streamlining the development lifecycle enables their customers to get products to market faster, with higher ROI, and lower TCO while delivering a superior customer experience.

From UI design to embedded device—*faster*

The traditional embedded UI design process is complex and time-consuming. Projects kick off with committed product delivery dates; however, slippages are commonplace as the graphical display goes back and forth between the UI designer and the embedded systems engineer. In the transition, the conceptualized brand-defining user experience (UX) is lost and a lesser UX is delivered to market.

The Crank Storyboard™ Suite solves this dilemma—rather than the traditional time-consuming iterative process, UI designers and engineers work in parallel. Storyboard manages the entire UI lifecycle—from UI design to simulation to being optimized for the target device. Core competencies of skilled resources are leveraged and, because Storyboard is OS- and hardware-agnostic, R&D investments are leveraged when graphical displays are used across a broad product portfolio—products for which demand is accelerating while market windows are contracting. And, in today's crowded market spaces, superior UXs are critical to build brand loyalty.

Demand for rich interactive UIs is growing

Crank Software is well positioned to help customers in the embedded systems space take advantage of the increasing demand for graphical displays in products. A 2009 report by VDC Research indicates that "the embedded system manufacturers' requirements and end consumers' expectations continue to drive substantial investment in embedded software and development tools. The embedded and real-time operating system market, in particular, has fared better than many other sectors of the broader embedded market, with 2008 demonstrating 9% growth over 2007 (source: June 19, 2009, VDC Research press release.)"



CRANK SOFTWARE AT-A-GLANCE

Established:

- 2007

Headquarters:

- Ottawa, Ontario, Canada

Management team:

- President: Brian Edmond
- Vice President of R&D: Thomas Fletcher
- Vice President of Sales & Marketing: Jason Clarke
- Vice President of Operations: Paul White

Products and services:

- Crank Storyboard™ Suite
- WebKit Ports
- Open Source Ports
- Embedded Development Services

Industries served:

- Consumer electronics
- Automotive
- Industrial

Ecosystem:

Crank Software's ecosystem ensures that its products support a plethora of hardware and software. A complete list is available online at cranksoftware.com.



UI development optimization solutions

The Crank Storyboard Suite enables UI designers, with no programming experience, to drag-and-drop their UI designs and do this in parallel with, yet independently from, the engineers who are working on the coding. Storyboard simplifies the design process, saves valuable time, and leverages the core skills of each valued member of the team.

What sets Storyboard apart from other solutions?

There are lots of great choices out there. Here's what we believe makes Storyboard the best choice.

- **Adobe Flash** is effective for graphical displays on the desktop because that's what it was designed for. It wasn't designed for the performance constraints of an embedded platform. Storyboard was architected exclusively for embedded systems, which have the unique challenges of bringing a rich UI experience to resource-constrained embedded devices.
- **Microsoft Silverlight** is effective for embedded systems on the Microsoft Windows platform. Most manufacturers don't want to handcuff themselves to one platform though. Storyboard runs on Windows, Windows CE, Linux, Linux/X11, MAC OS X, Symbian S60—and supports any hardware that your OS supports.
- **Flash and Silverlight** only scale down so far, basically requiring an embedded device that has a lot of horsepower, so neither are suitable for devices below certain price points.
- **Are other solutions hardware- and OS-agnostic?** Storyboard runs on Windows, Windows CE, Linux, Linux/X11, MAC OS X, Symbian S60—and supports any hardware that your OS supports.

Helping customers to accelerate time to market, achieve high ROI and low TCO

Choosing the right UI development suite for a product roadmap is a strategic decision that could deliver long-term competitive advantage. Storyboard is proven to:

- Reduce the development cycle from months to weeks—accelerate time to market by 60%;
- Reduce development costs;
- Reduce CPU usage—the Embedded Engine uses 30-80% less CPU; and
- Achieve 30 frames of animation per second on resource-constrained hardware.

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Storyboard is the ideal solution to design graphical displays for resource-constrained embedded devices; for example, consumer electronics, automotive infotainment systems, and industrial devices.