

Crank Storyboard Suite

Product Overview

From UI Design to Embedded Device—*faster*



Choosing the right UI development suite makes the best use of your people's skills, streamlines the design cycle, and optimizes hardware performance.

What if you could decouple the roles of the user interface (UI) designer and embedded systems engineer allowing them to focus on their core competencies? What if they could complete their work in parallel? And, what if this better approach to product development delivered the envisioned user experience (UX)?

Today's embedded systems engineers need a better way. The Crank™ Storyboard™ Suite, by Crank Software, was architected for engineers by engineers. Storyboard 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.

Crank Storyboard Suite

Storyboard is a suite of UI development optimization solutions for developers of consumer electronics, automotive head units, and industrial devices that require an embedded dynamic graphical display.

Crank Storyboard Designer

Enables UI designers to leverage their core expertise to easily prototype the look and feel of a UI, run simulations of the interface to validate the designs, and then move the prototype directly to the embedded device for deployment.

Crank Storyboard Embedded Engine

The runtime component of the suite, Embedded Engine drives the content developed in Designer on embedded devices.

DO THESE CHALLENGES SOUND FAMILIAR?

- It's a challenge delivering a rich UI experience on resource-constrained embedded devices
- It's a challenge nailing product delivery dates because we're often going back and forth between the UI designers and the embedded systems engineers
- It's not possible to leverage our past product development investments; we start each new project from scratch
- It's a challenge working with traditional UI development tools that were designed for the desktop—not embedded systems
- It's a challenge working with tools that aren't portable across OSs

The Crank Storyboard Suite of UI prototyping and visualization products solve the challenges you face today

- OS-agnostic Embedded Engine supports any hardware the OS supports
- Embedded Engine does debugging, traceability, and performance metrics
- Embedded Engine is written in C and source code access is possible for profiling, optimization, testing, and validation
- Scalable through plugin architecture and can be customized for the requirements of your environment
- Memory requirements scale to your needs. Expect about 200-500K depending on the profile plus the sum of all of the graphical assets on the current displayed screen. Minimizes impact on bill of materials (BOM).
- Clean design, clean architecture, and drag-and-drop functionality
- Leverages the Eclipse™ environment
- GPU hardware optimized
- The UI prototype is your product

Accelerate the UI design to embedded device lifecycle

The suite enables the rapid prototype and deployment of rich UIs for resource-constrained embedded devices.

Storyboard Designer

Designer enables UI designers to easily prototype the look and feel of a product and then move the prototype directly to the embedded target for deployment. UI designers maintain full control over the UI and UX without having to perform a hand off to an engineer for implementation.

- Designed for rapid development—parallel design, test, and development efforts
- Ease of import/update from all popular formats (jpeg, png, psd, and more). Direct import from Adobe® Photoshop®.
- Identical visual representation of graphical content from simulator to embedded target
- Interactive UI design; immediate design feedback
- Graphical management of screen animations
- Scripting engine
- Fully integrated scripting engine debugger
- Embedded interface simulator
- Collaboration with graphical model compare
- UI design report generation
- Hosted development on Windows, Mac OS X and Linux

Storyboard Embedded Engine

Embedded Engine is the runtime component that drives the content developed in Designer on embedded devices. It's architected exclusively to address the unique challenges of bringing a rich UI/UX to performance-challenged embedded devices. The Embedded Engine's plugin architecture makes it easy to scale across product lines from simple displays to rich UIs. It enables you to use one UI solution across all of your products independent of the hardware and OS used on the device.

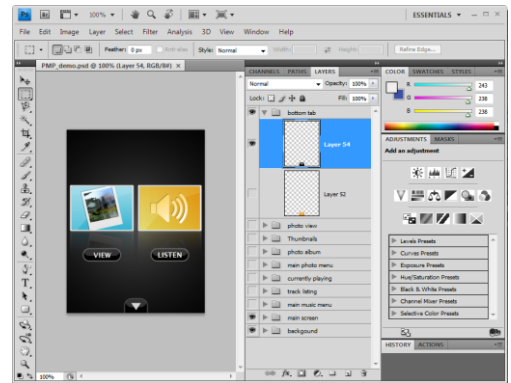
- Animation support and screen transitions
- Custom gesture support
- Small footprint minimizes impact on performance
- Portable across hardware architectures and OSs
- Utilizes hardware acceleration where available
- Plug-in architecture allows for scalability
- Clean communication API allows for easy integration into systems
- Testing and regression hooks built in
- WebKit integration

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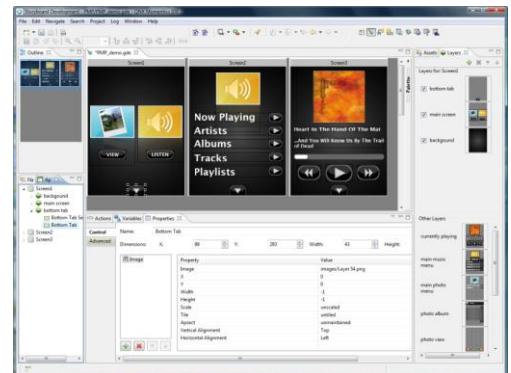
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Import graphical assets from any popular format. Develop event and screen behaviors—full UI simulation.



Final UI runs on target hardware utilizing the Storyboard Embedded Engine.

Get to here faster.

