

Embedded Tools and Crank Software come together to offer UI Designers and Engineers cutting-edge development tools for embedded systems

Crank Software Inc. and Embedded Tools sign software distribution agreement

Münster, Germany; Ottawa, ON – May 12, 2011 – Embedded real-time systems expert, Embedded Tools, and Crank Software Inc., an innovator in embedded graphical user interface (GUI) solutions, announced today that they have signed a software distribution agreement. Under this distribution agreement, Embedded Tools will act as a reseller for the Crank Storyboard™ Suite throughout Germany, Austria and Switzerland.

"Embedded Tools has a wealth of expertise in the area of real-time embedded systems enabling them to quickly understand the needs of their customers. Working with a partner of this caliber helps us to expose our technology to a wider audience," says Jason Clarke, Vice President of Sales & Marketing, Crank Software.

"The Crank Storyboard Suite is an exact fit for many of our OEM customer projects with requirements for rapid prototyping and manufacture of UI centric devices. It is a perfect extension to the product portfolio of Embedded Tools. We are very happy that we can present such a great tool to our customers," says Reinhold Schmid, Managing Director of Embedded Tools.

Crank Storyboard Suite enables UI Designers and Embedded Engineers to quickly and collaboratively prototype, develop and release rich animated user interfaces for embedded devices.

Storyboard enables UI designers to leverage their core expertise to easily prototype the look and feel of a UI by importing from Adobe® Photoshop® and working in parallel with the Engineers who are writing the code. Crank Storyboard Suite simplifies the design process, saves valuable time, and leverages the unique skills of each valued member of the team.

The latest version of Crank Storyboard Suite supports development on Windows, Linux and Mac desktop environments. Storyboard has broad support for x86, ARM, SH4, and PPC target processors running a variety of OSs including WinCE, Linux, and QNX. Storyboard Embedded Engine supports a variety of graphics rendering technologies from standard frameworks such as SDL, Frame buffer, Direct FB, Win 32 GDI to advanced accelerated frameworks including OpenVG and OpenGL ES.

About Crank Software Inc.

Crank Software is an innovator in embedded user interface (UI) solutions. Our products and services enable R&D teams to quickly and collaboratively develop rich animated UIs for resource-constrained embedded devices compared to traditional electronic design automation tools. Today, time is wasted in the development lifecycle because the design goes back and forth between UI designers, user experience designers, and embedded systems engineers. The Crank Storyboard Suite enables stakeholders to work in parallel. Storyboard manages the entire UI lifecycle—from UI design to simulation to being optimized for the device. Storyboard delivers competitive advantage because streamlining the development lifecycle enables companies to get products to market faster, with higher ROI, and lower TCO while delivering a superior customer experience. Visit Crank at www.cranksoftware.com.

Embedded Tools GmbH

In 1990 Embedded Tools began as a distributor of SDS and successfully introduced its products the DIAB DATA single step and the DIAB compiler to Germany. Since then Embedded Tools has been delivering and supporting high-quality cutting-edge development tools and systems for embedded real-time systems. Visit <http://www.embedded-tools.de> or contact info@embedded-tools.de for more details.

Storyboard is a trademark of Crank Software Inc.

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