

## **Crank Software's Storyboard Suite 1.3 Provides OpenGL ES 2.0 Support for Embedded GUI Developers**

**OTTAWA, ON, October 19, 2011** – Crank Software Inc., an innovator in embedded user interface (UI) solutions, today announced that its latest Storyboard Suite 1.3 release now supports OpenGL ES 2.0. With the addition of OpenGL ES 2.0 customers will be able to take advantage of accelerated graphics without having to write OpenGL specific code. Along with the performance gain that OpenGL ES 2.0 brings, customers can use advanced effects such as 3D screen transitions within their applications.

UI design is increasingly a key differentiator for products in the embedded market ranging from consumer electronics to automotive to industrial automation and more. Storyboard is a visual UI and application development environment that enables embedded engineers, UI designers, and UX designers to work in parallel thereby accelerating the development cycle of rich animated UIs for resource-constrained embedded devices.

### **New functionality now available in Storyboard Suite 1.3**

- OpenGL ES 2.0 support optimizes graphics acceleration
- Runtime performance and cache information enable users to optimize applications
- Added support for Windows Compact 7
- Design Templates provide users the ability to reuse components across projects
- Pop-up preview and Go To make navigating the application incredibly simple
- New image manager assists in replacing and cleaning up content

"Storyboard continues to incorporate new technologies and standards into a single visual UI development environment enabling all team members to work efficiently throughout the entire development process," said Jason Clarke, Vice President of Sales & Marketing, Crank Software Inc. "Crank Storyboard Suite 1.3 provides embedded developers and UI/UX designers the opportunity to take advantage of accelerated graphics without the need to have the knowledge of low level OpenGL ES 2.0 specific code. The end result is faster time to the commercialization of products with richer, more complete experiences for their users."

### **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](http://www.cranksoftware.com).

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