



**MPC Data and Crank Software join forces to offer specialized device manufacturers, UI Designers and Embedded Engineers advanced HMI tools for embedded solutions.**

**Crank Software Inc. and MPC Data sign software distribution agreement.**

**Trowbridge, UK; Ottawa, ON – April 11, 2011** – Embedded systems integration specialist MPC Data Ltd. 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, MPC Data will act as a reseller for the Crank Storyboard™ Suite throughout Europe and North America.

"We are very excited to see the high level of development expertise and broad OS experience at MPC Data working alongside our Storyboard products. MPC Data will be of great value to our customers in bringing their HMI based embedded products to market," says Jason Clarke, Vice President of Sales & Marketing, Crank Software.

"The compelling combination of our 'Storyboard-Ready' board support products, the cross-platform HMI solutions from Crank Software and our extensive Windows Embedded, Linux and QNX knowledge enhances our existing third party software solutions," states Kevin Heawood, Strategic Development Director, MPC Data. "The Crank Storyboard Suite is a very good fit for many of our OEM customer projects with requirements for rapid prototyping and manufacture of UI centric devices."

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 allows UI Designers, with no programming experience, to realize their UI designs through import from Adobe® Photoshop® 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.

The latest version of Crank Storyboard Suite supports design and development on Windows, Linux and Apple Mac desktop environments with broad support for Intel, ARM, Renesas SH, QorIQ or MIPS target processors running a variety of OSs including Windows Embedded Compact, embedded Linux, and QNX.

**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).

**MPC Data Limited**

Based in Europe and North America, MPC Data is an award winning Microsoft Gold partner providing World Class Embedded Software Solutions and Products to the embedded community focusing on sophisticated Medical, Video Security and Automotive projects for a worldwide customer base. Visit [www.mpcdata.com](http://www.mpcdata.com) or contact [sales@mpcdata.com](mailto:sales@mpcdata.com) for more details.

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**Contact:**

Jason Clarke  
Vice President of Sales & Marketing  
Crank Software Inc.  
Phone +1 613 595 1999  
Email [jason@cranksoftware.com](mailto:jason@cranksoftware.com)

Garry Clarkson  
Product Marketing Manager  
MPC Data Limited  
Phone: +44 1445 710600  
Email: [press@mpcdata.com](mailto:press@mpcdata.com)