Accelerating the next embedded UI experience

What if you could decouple the roles of the UI designer and embedded system engineer, allowing them to focus on their core competencies? What if they could complete their work in parallel? And, what if this streamlined approach to product development could deliver the envisioned user experience without design compromise?

Crank Storyboard gives designers the tools they need to create, tweak, and iterate design throughout the development lifecycle, resulting in a UI that's a true representation of the design vision. With the look and feel of the UI in the capable hands of the designer, the developer is free to ensure the application responds and performs as efficiently as possible. Everyone wins when the entire team is enabled with the functionality and workflow they need to do their job efficiently and with a high degree of excellence.

Storyboard enables UI Designers and Engineers to do what they each do best, with one suite of tools – in parallel.
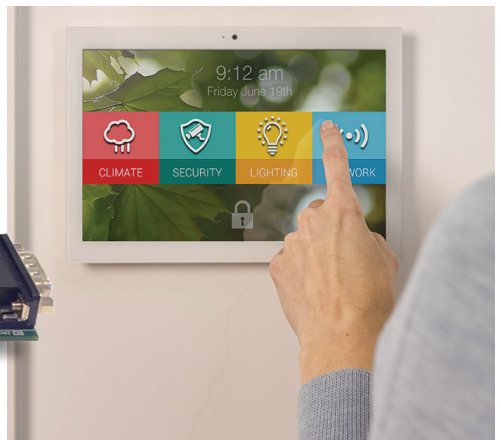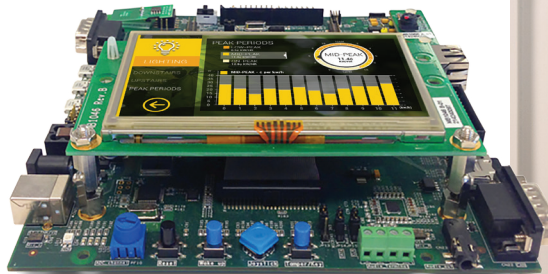
Design
We believe that a successful product requires a tight focus on design and usability. Storyboard gives UI designers the tools and workflow they need to own the entire user experience and be masters of their domain.

Iterate
Storyboard embraces design change as an integral part of UI development. By making it possible to update graphics and code as often as required throughout the entire lifecycle, while still allowing the designers and developers to work in tandem, Storyboard helps teams deliver a superior final product in less time.

Deploy
Built for embedded development and architected to address the unique challenges of bringing a rich and responsive UI to resource-constrained devices, Storyboard allows teams to focus on delivering a stunning interface using one tool across all products, independent of the target platform.

1 Import graphics from any popular format. Develop event and display behaviors – full UI simulation.

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

3 Get to here faster.

Storyboard Designer

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

- Designed for rapid, collaborative team development—parallel design, test, and development efforts
- Directly import/update content from Adobe® Photoshop®
- Import/update from popular formats (psd, jpeg, png, nine-patch)
- Embedded interface simulator for rapid interactive simulation
- Interactive UI design provides immediate design feedback
- Timeline-based animation editor and animation preview
- Lua scripting engine for application glue logic
- Fully integrated scripting engine debugger
- Collaboration with graphical model compare
- Hosted development on Windows, Mac OS X and Linux
- Multi-language support for translation
- Memory footprint optimization tools

Storyboard provides an innovative and intuitive toolkit for designing a sophisticated GUI experience

OS-agnostic Embedded Engine supports any hardware the OS supports

- Embedded Engine provides 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™ development environment

Storyboard Engine

Storyboard Engine is the runtime component that delivers the content developed in Designer to embedded devices. The engine is architected exclusively to address the unique challenges of bringing a rich UI to resource-limited embedded devices. The plug-in architecture makes it easy to scale across product lines from simple displays to animated and interactive experiences. It enables you to use one UI solution across all of your products independent of the hardware and OS used on the device.
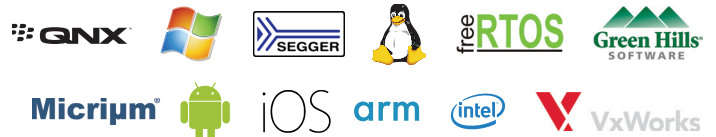
- Animated screen transitions
- Small footprint minimizes impact on performance
- Portable across hardware architectures and OSs
- Utilizes hardware acceleration where available
- Plug-in architecture allows feature scalability & customization
- MVC design pattern with a flexible external communication API
- Custom gesture support
- WebKit & HTML rendering integration

Contact Crank Software

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