

A woman with blonde hair tied back, wearing glasses and a white button-down shirt, is shown in profile. She is holding a smartphone in her right hand and pointing with her left hand at a large digital display. The display shows various data visualizations, including a line graph and a table. The scene is dimly lit, with warm, out-of-focus lights in the background.

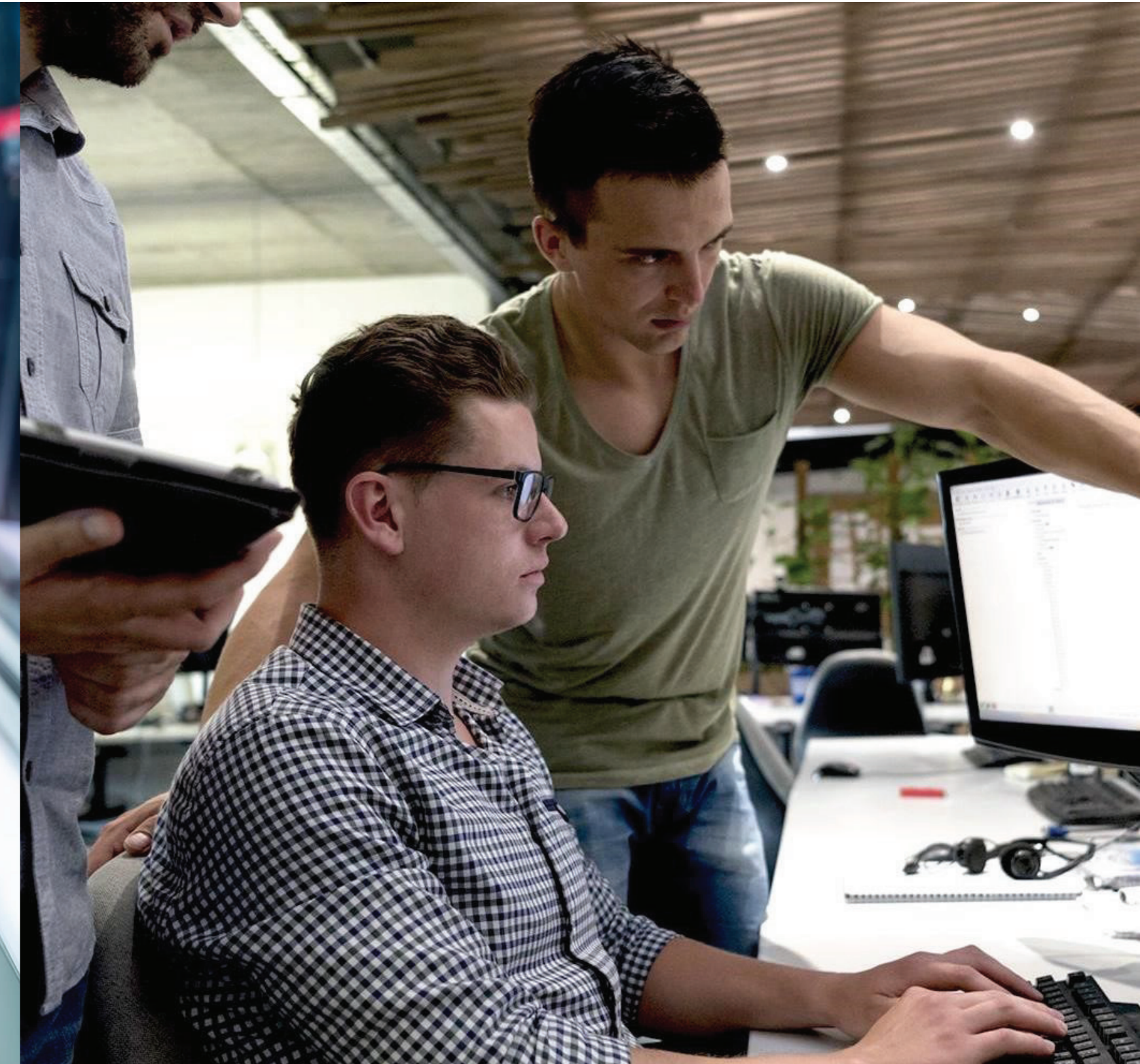
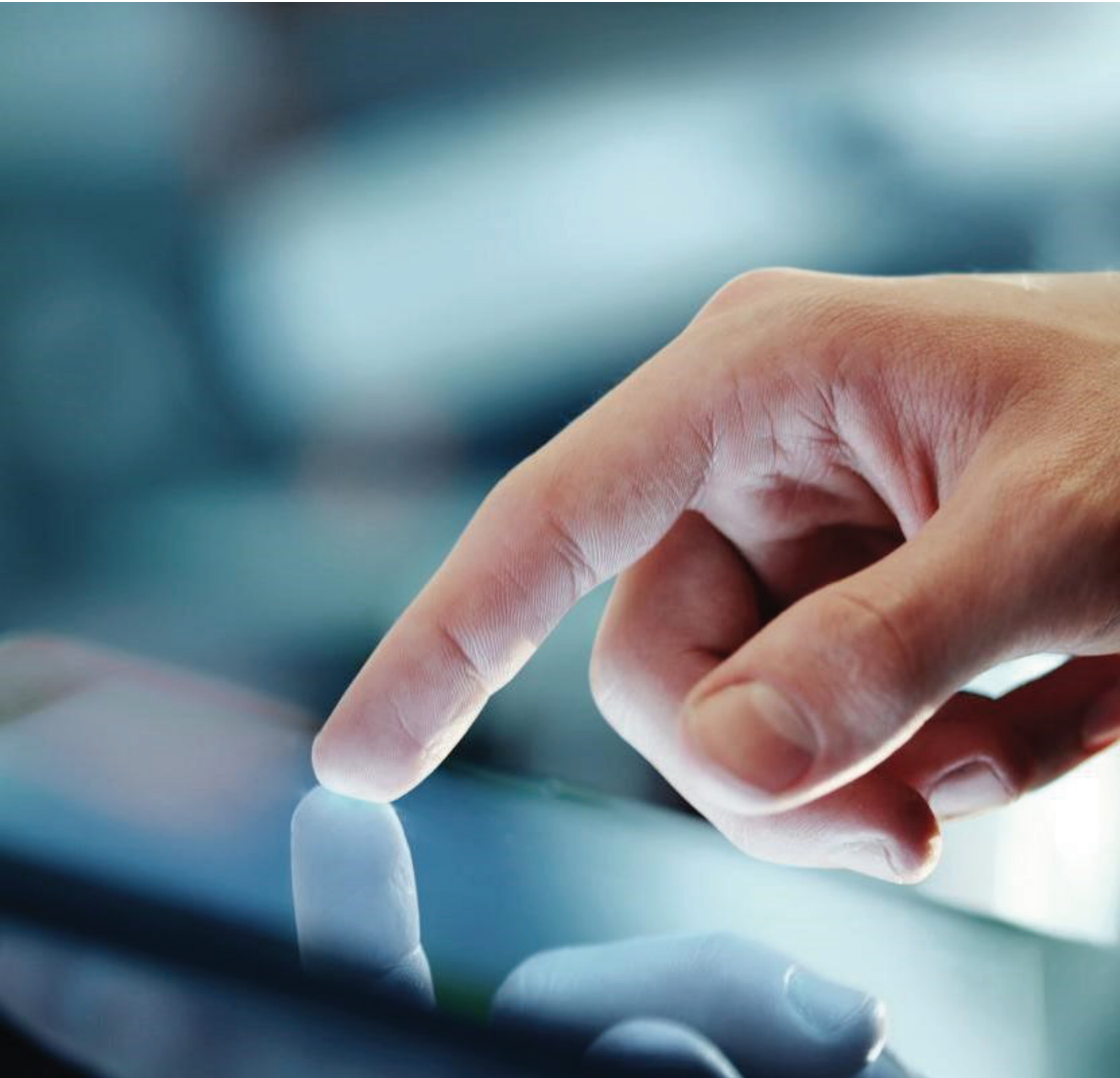
ACCELERATING TOMORROW'S EMBEDDED UI EXPERIENCES

Storyboard

Embedded GUI Design and Development



Challenge: Consumer GUI expectations are higher than ever



Smartphone experiences
have elevated expectations

Hardware technology
constantly evolving

Project assigned short
deadlines



SOLUTION

Storyboard software

- Built upon two decades of UI design and development experience
- Decouples front-end UI from back-end logic
- Well-defined data model and events API connecting them together
- Provides hardware agnostic framework – working across MCUs and MPUs
- Enables collaborative (parallel) workflow for designers and developers

Crank Software

SOFTWARE + SERVICES



MEDICAL



INDUSTRIAL



AUTOMOTIVE



SMARTHOME



reddot design award



About Crank Software

Built Upon
20+ YEARS
GUI Design & Development
Experience



Global Distributor
Network



Extensive
Partnership
Ecosystem



Privately Held
Canadian
Company



Awarded
**Company of
the Year**



Most
Innovative Software
at Embedded World 2020



Industry Recognized
**Award Winning
UIs**



How **Storyboard** helps



**ACCELERATE
DEVELOPMENT**



**EMBRACE
ITERATIONS**



UI FLEXIBILITY



How **Storyboard** helps



ACCELERATE DEVELOPMENT

- Import from Design tools
- Integrated animation tool
- Prototype simulate without hardware



EMBRACE ITERATIONS

- Make changes without impacting progress
- Re-import modified Photoshop design files
- Compare, select, & merge changes



UI FLEXIBILITY

- Scalable from low-power MCUs to powerful MPUs
- Portable to a switched-out hardware and OS
- Reuse UI development across different product lines



What makes **Storyboard** different

- Not a code generation framework
- Low barrier to entry for software development
- Front-end UI design is decoupled from the back-end logic
- Embraces design change and eases iterative development
- Rendering technologies for acceleration
- Built to leverage board features that drive performance



Storyboard Demo



Key take aways

Download a free trial

- www.cranksoftware.com/free-trial
- Onboard with Getting Started Video Tutorials

Download Sample GUI Images

- www.cranksoftware.com/demo-images

Talk to an expert

- Email sales@cranksoftware.com