

RZ Ecosystem Partner Solution

Crank | AMETEK® STORYBOARD



Solution Summary

Storyboard provides an embedded GUI development framework for the creation and refinement of HMI applications targeted at providing exceptional user experiences. With easy-to-use, drag and drop tools and parallel development workflows for design and development, teams can develop and iterate without destroying already completed work, or delaying time to market

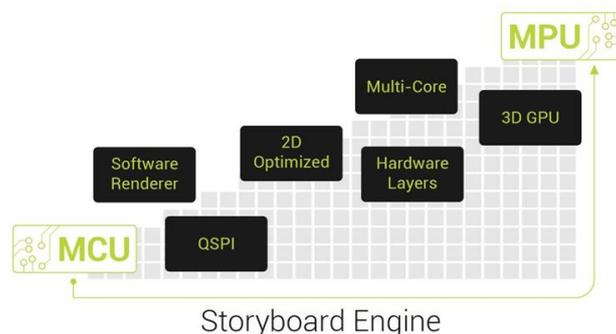
Crank Software's expert knowledge in backend, frontend, and UI design and development can make any project easier. From concept to completion, we're with you through the entire GUI design and development cycle.

Storyboard supports a wide range of Renesas hardware from the [RZ family of microprocessors](#).

Features/Benefits

- **Accelerated GUI Development** – begin GUI development before hardware selection, and import directly from design-based tools
- **Rapid Design Iteration** – re-import changed UI design files and graphically compare and merge choice of changed assets without causing a complete teardown of code or previous development work
- **Project Scalability** – create GUI apps optimized for a wide range of target hardware with GUIs developed for one product line being reused with others
- **Purpose Built for Collaboration** – reduce development workflow inefficiencies in the product lifecycle from design to testing & validation with collaborative parallel workflows

Diagrams/Graphics



Target Markets and Applications

- Industrial Controls
- Smart Home
- Smart Building
- Wearables
- Home Appliances
- Consumer Electronics
- Medical
- Automotive/Infotainment



Crank Software Inc. | AMETEK is a global innovator in embedded GUI solutions that accelerate the design and development of modern UI/UX for tomorrow's embedded devices.

Founded in 2007, Crank Software created Storyboard to overcome the barriers and issues that typically impacted efficient GUI design and development. With decades of domain expertise, brands such as Coca-Cola, John Deere, and Vorwerk rely on Crank to bridge the gap between their UX vision and customer expectations.

Crank Software's team of friendly GUI experts are specialized in backend, frontend, and GUI design and are ready to assist with custom engineering services for those projects that lack resources.

Check out Crank Storyboard on your Renesas hardware via free downloadable GUI apps:
<https://www.cranksoftware.com/partners/renesas>