



Inflexion Platform UI is designed to enable the rapid creation and customization of visually rich and compelling user interfaces (UIs) for consumer electronic devices.

And because Inflexion Platform UI is pre-integrated with Nucleus OS, manufacturers can use it to deliver better products, in less time, on the tried and tested technology they are already using.

The success of new digital devices – and the content and services they offer – depends on how appealing and easy they are for consumers to interact with. This issue will only increase in importance as ever more emphasis is placed on accessibility, branding, localization and personalization.

As a result, the delivery of compelling and usable UIs is becoming a critical concern for both device manufacturers and content/service providers. But it takes a lot of engineering effort to customize the UI of an embedded device, particularly if one wishes to deliver a visually rich experience that exploits the full multimedia capabilities of the underlying hardware.

Inflexion Platform UI offers the solution. It enables the full graphical power of today's embedded silicon to be exploited easily – without programming or scripting – so that compelling new UIs can be created in a matter of days.

Compelling, re-themable & easy-to-use UI for accessing all device features and content

Configured without any changes to the software stack using XML.

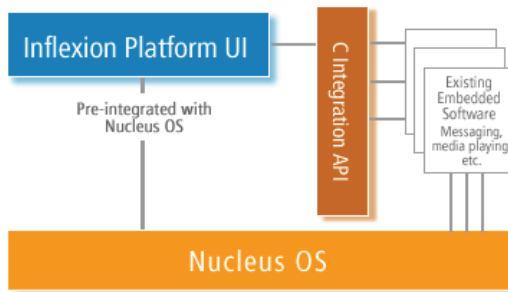


Figure 1 - Inflexion Platform UI Diagram

BENEFITS

✓ **Dramatic cost savings over hard-coding UIs**

Create completely new UI designs using XML-based desktop tools, and deploy them without changes to the device's software stack.

✓ **Streamline the product development process**

UI integration and design can be handled independently, enabling engineers to focus on engineering tasks, while allowing designers the ability to experiment. Changes to screen size and orientation, language and branding are now trivial.

✓ **More compelling consumer experience**

Great visuals and performance (including 3D graphics and hardware acceleration) and *automatic* animation effects (e.g. spinning, fading, zooming).

✓ **Enable advanced revenue streams for service providers**

On connected devices, the UI may be updated after the point-of-sale (e.g. to promote new services) without requiring a new proprietary network infrastructure.

✓ **Enhanced capacity for personalization, branding and usability**

Deploy multiple UIs on a single handset and allow the end user to switch between them at will.

A NEW APPROACH TO CONSUMER UIs

Inflexion Platform UI maintains a clear distinction between a UI's **form** (how it looks) and its **function** (what it does). This separation is extremely powerful – here are some examples of what it enables you to do:

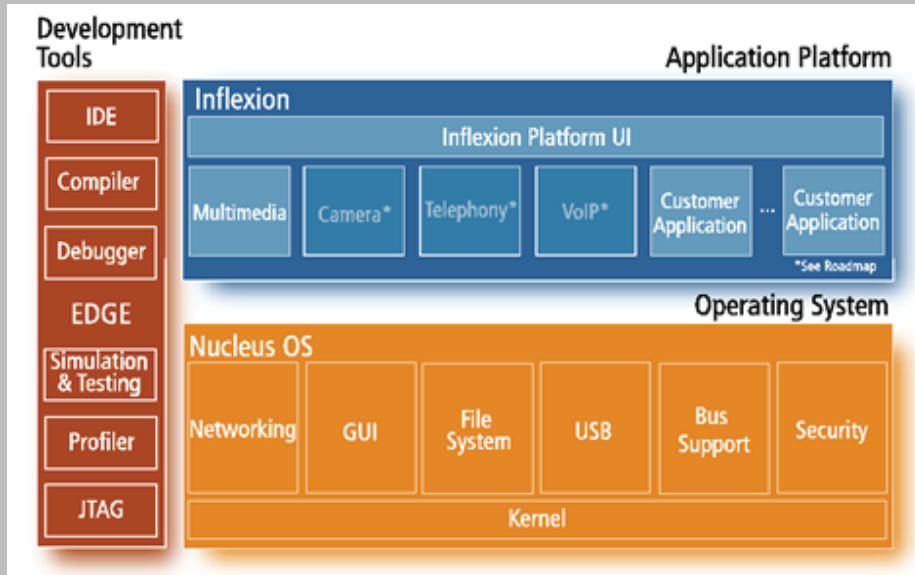
- ✓ Re-configure your entire device's UI quickly and easily to match the differing brand requirements of multiple customers.
- ✓ Display on-screen menus in any way you can think of – as a scrolling list of text strings, as a 2D grid of icons, or on the surfaces of a spinning cube – it's entirely up to you.
- ✓ Design a new UI layout once – how about a 'rolodex like' 3D scrolling list? – and use it in any number of situations, to display anything from MP3s in a playlist to contacts in an address book.
- ✓ Deliver a consistent brand experience across multiple devices and form factors.

WHAT INFLEXION PLATFORM DOES

- ✓ It is a **menu system** because it provides a consistent, easy-to-use way for the end user to navigate and access all of the features, content and services that a device supports.
- ✓ It is **extensible** because it offers a simple integration API by which its UI services can be utilized by any other application software on the device.
- ✓ It is **customizable** because all aspects of the interface – from the structure of the menu hierarchy to the visual appearance of each on-screen element – can be fully controlled without alteration to the device’s software stack.

Nucleus supports all major 32-bit processors. For more information visit us at:
http://www.mentor.com/products/embedded_software/cpu

For over 15 years, the Nucleus OS has evolved toward a single goal: empowering embedded software developers to do their work quickly and easily, with the best technology, the most confidence and the least hassle. Now EDGE Tools offer a new generation of design and development tools aimed at making embedded developers’ lives easier.



Visit our website to learn more about EDGE Developer Suite, Nucleus OS and Inflexion Platform.

www.mentor.com/embedded

Figure 2 - Complete Product Diagram