FREEWARE GUIS
ARE **EXPENSIVE**
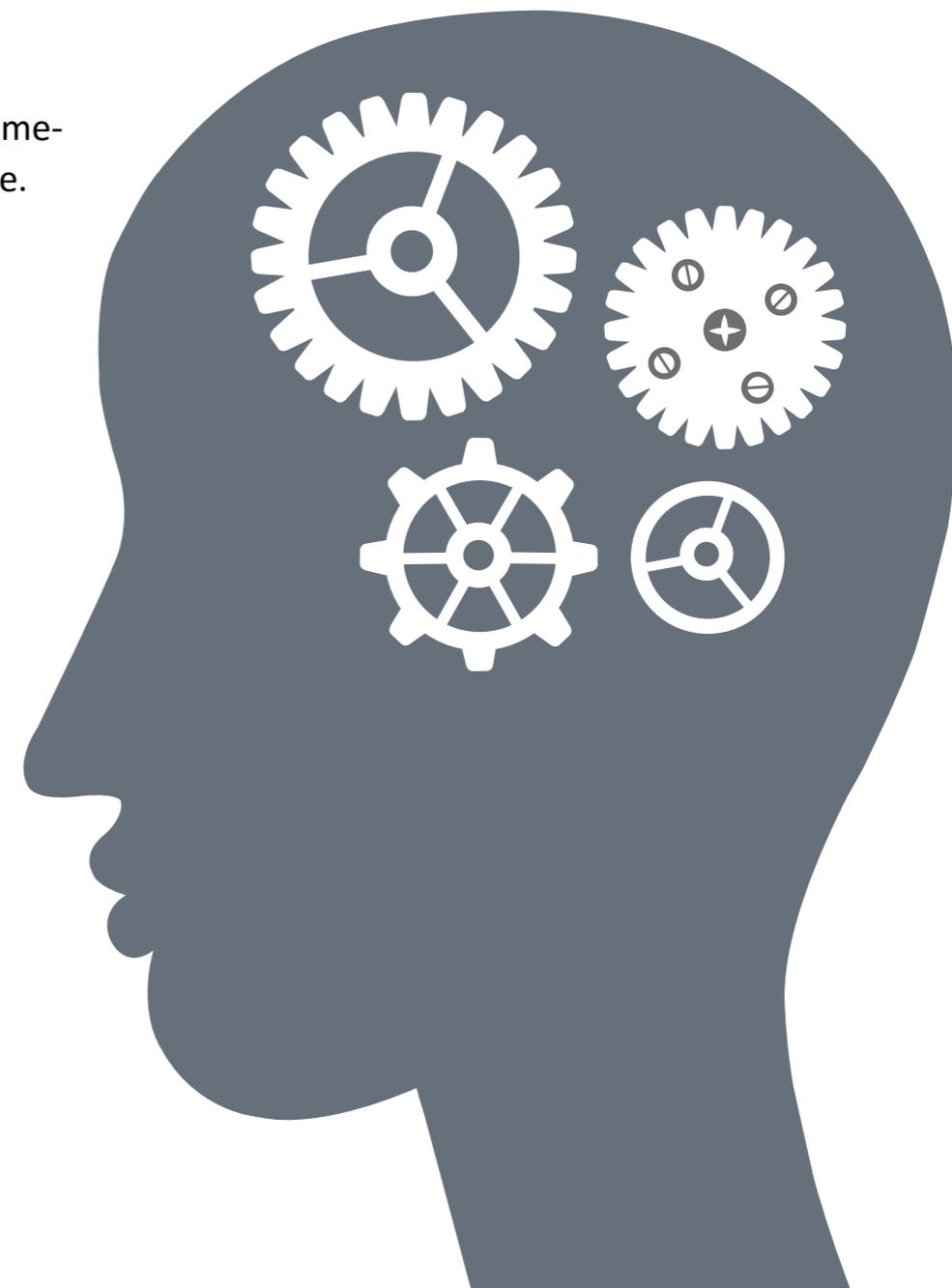
Lessons Learned by Building a Freeware GUI

1

An embedded GUI – whether it's packaged as a sleek and easy-to-use touch screen or a simple and informative user display – is no longer an option. If you want your product to succeed, then taking the leap into embedded GUI development is critical.

There are a variety of tools out there for this specific purpose. For someone that's new to the game, it's difficult to decide which route to take.

Sometimes, the hardware you've selected for your production GUI even comes with some free or really cheap GUI builder.

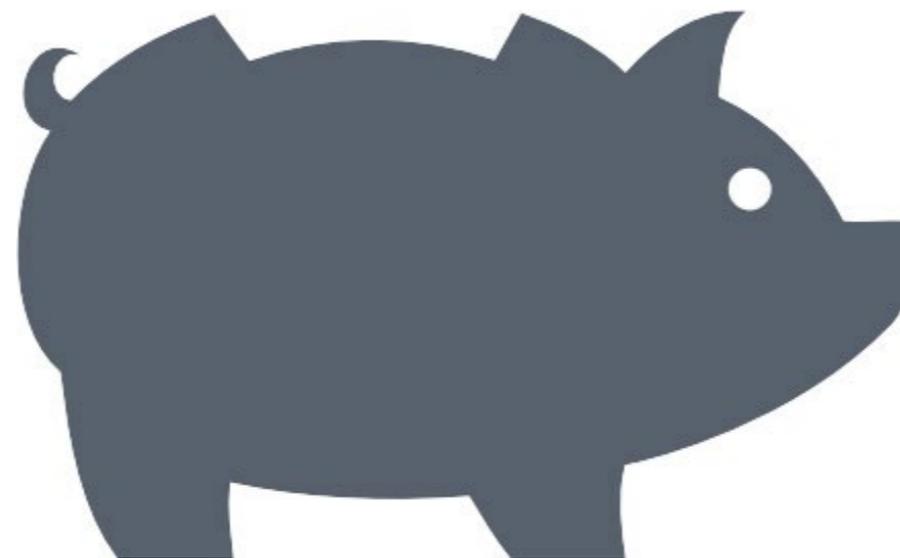Why not just use that? Cheap is good, right?

Wrong.

2

There will always be someone who tells you that building a GUI with that inexpensive tool or freeware is easy. The same person will tell you that you can meet your development schedule and deliver a market winner with that cheap tool.

Over the course of more than two decades, Altia has watched companies across all industries who have had to learn the hard way that freeware is actually pretty expensive.

While the initial investment into a less capable GUI development tool looks feasible, there's much more to the story that those freeware tool providers don't want you to know – or haven't thought about themselves.

Freeware GUIs aren't cheap. Check out the hidden costs lurking beneath the surface…

3 More Than Meets the Eye

Getting a GUI to market requires more than that free or inexpensive software tool. Costs for changing hardware, adding more engineers to a project, user testing, schedule delays and more contribute to the bulk of software costs in an embedded GUI project.
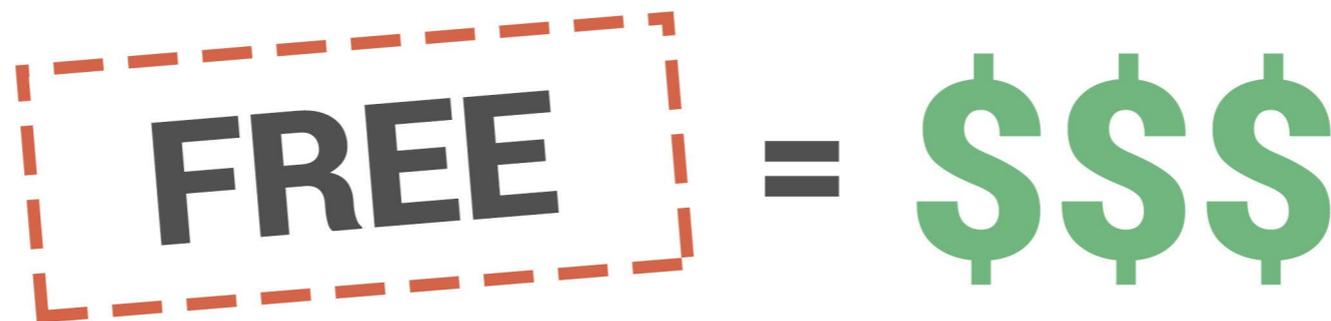
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4   Cheap is Quite Expensive

Upfront costs for a freeware tool might be minimal but as you dig into development, other hidden costs inevitably arise that add to your bottom line.

Time is money. Engineering time during development and missed deadlines due to production delays can quickly turn that free tool into a costly mistake.

Hardware changes mid-project can throw your GUI development completely off the rails – especially if your GUI tool does not support your new hardware. **Restarting that GUI project from square one? That's pricey.**

What happens when you send your GUI out for certification or even into production and then learn that your user experience is a failure? Or what happens when buggy, poorly tested product logic results in a product recall?

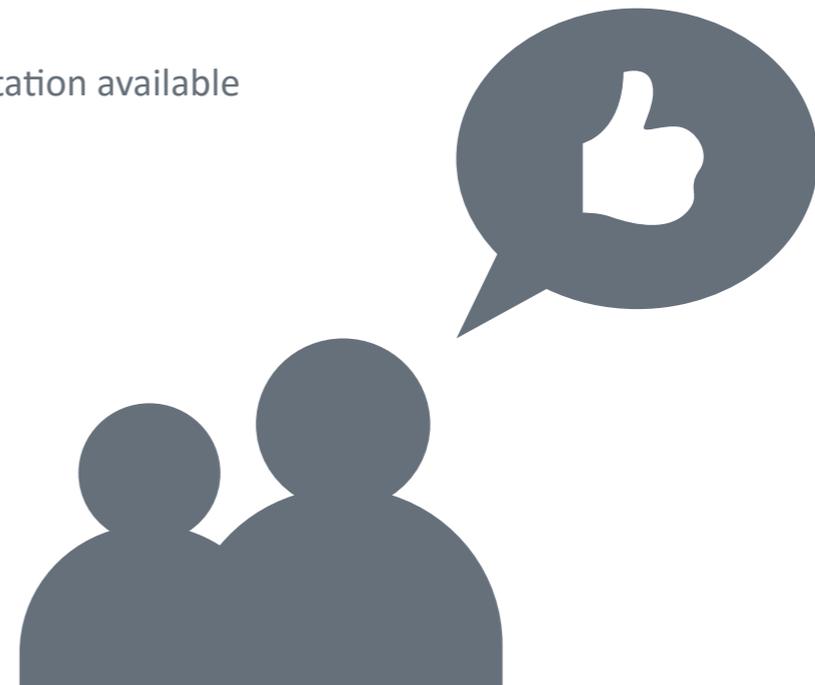These are just a few ways that freeware can break the bank.

FREE = **$$$**

5 Get Successful GUIs with Altia

Altia's GUI development tools offer the best, fastest way to get first class embedded GUIs into production. When you invest in Altia, this is what you get...

- Proven solution for production embedded GUIs

- Model-based development for thorough testing and optimal UX

- Complete, efficient C source code optimized for production hardware

- Reduced engineering time (average 50%)

- Supports low end chips to high end systems

- Support of a variety of industry-leading silicon providers

- Custom GUI development

- Product support team and comprehensive product documentation available

- Services team available to design the best UI and UX

Need Help? We're Here.

A new GUI is an entirely new way to engage customers. A well-executed, intuitive GUI can deliver the kind of experience that converts customers for the long haul.

Designing a GUI isn't simple … but with a clear focus on your user, great design and product performance, you and your team are on the right track.

How do you fast track your GUI – and your company – to market leadership? **Contact Altia.**

Companies in the automotive, medical, home appliance, consumer device and industrial industries all over the world have used Altia's GUI development tools and services to get first rate user interfaces into production embedded devices. Contact our team of user interface experts to discuss the goals for your next product user interface and learn how Altia can help.

Your next great GUI is waiting!

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