

Microcross Competitive Analysis

Categories / Features	Microcross	Green Hills	Accelerated Technology	Freescale	Wind River
Brand of Toolsuite	Visual X-Tools™ / GNU X-Tools™	MULTI®	EDGE IDE with Microtec™ compiler toolsuite	CodeWarrior™	Diab™ and Tornado™ Eclipse™
Brand of Debugger	Visual GDB™	MULTI®	X-Ray®	CodeWarrior™	SingleStep™
When Founded	1996	1982	1990	1985	1981
Advantages	Open source cross-tools market leader, low cost, comparable solutions to competitors, obsolescence protection, complete solutions	Strongest growth company in the Industry, complete solutions in-house, strong channel marketing, branded RTOS	Subsidiary of Mentor Graphics, a Public company, strong channel marketing, branded RTOS	Strong channel marketing, strong branding	Public company, complete solutions in-house, the leader in RTOSs
Disadvantages	Users must learn / know some Unix :-) Company has smaller sales and marketing force than competitors	Very Expensive, no obsolescence protection, plays too many FUD games with customers, tools solution is proprietary RTOS centric	Expensive, IDE is based on Eclipse; compiler tools solution is proprietary and Nucleus RTOS centric	Expensive, but generally more reasonable than other proprietary competitors	Most expensive, plays FUD games with customers, tools solution is proprietary RTOS centric
RTOS/OS Support	Multiple / Independent (w/partners) and GX-Linux™	Integrity™ / ThreadX™	Nucleus™	Multiple / Independent (w/partners)	VxWorks™ pSOS™ Linux
Host Options	Unix/Linux/Windows	Unix/Linux/Windows	Windows Only	Unix/Linux/Windows	Unix/Linux/Windows
Download Demo	15-Day Free Trial on Web	Must order CD	Downloads Available	Must order CD	Must order CD
No. Targets Supported	15+	15+	15+	3+	8+
Telephone Tech Support	One Year Renewable Add \$500 / seat	One Year Renewable Included	One Year Renewable Included	One Year Renewable Additional \$1,000 / seat	One Year Renewable Included
Pricing (toolsuite)	\$1,000 -\$1,600 /seat	\$6,000-\$10,000 /seat	\$7,000 /seat	\$5,000-\$8,000 /seat	\$7,000-\$20,000 /seat

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Bottom line: Microcross' business model is to create value-add in embedded solutions, and to make these solutions affordable to everyone.