

## Microcross Competitive Analysis

Categories / Features	Microcross	Green Hills	Accelerated Technology	Metrowerks	Wind River
<b>Brand of Cross-Tools</b>	GNU X-Tools™	MULTI®	Microtec™	CodeWarrior™	Diab™
<b>Brand of IDE</b>	Visual X-Tools™ IDE	MULTI® IDE	code lab™ EDE plug into Microsoft Visual C++	CodeWarrior™	Tornado™
<b>Brand of Debugger</b>	Visual GDB™ a.k.a. Insight®	MULTI®	X-Ray®	CodeWarrior™	SingleStep™
<b>When Founded</b>	1996	1982	1990	1985	1981
<b>Advantages</b>	Open source cross-tools market leader; low cost; comparable solutions to competitor tools; obsolescence protection; complete solutions	Strongest growth company in the Industry; complete solutions in-house; branded RTOS	Subsidiary of Mentor Graphics; strong channel marketing; branded RTOS	Subsidiary of Motorola; strong channel marketing; strong branding	Public company; complete solutions in-house; the leader in RTOSs
<b>Disadvantages</b>	Users must learn / know some Unix :-)  Company has smaller sales and marketing force than competing companies	Expensive -- company extracts very large profits from customers; no obsolescence protection; plays too many FUD games against competitors	Expensive -- company extracts large profits from customers; IDE is based on Microsoft's Visual C++ and is not multi-hosted; no obsolescence protection	Expensive, but more reasonable than other proprietary competitors; no obsolescence protection	Most expensive -- company extracts huge profits from customers; no obsolescence protection
<b>RTOS Support</b>	Multiple / Independent	Integrity™ / ThreadX™	Nucleus™	Multiple / Independent	VxWorks™ pSOS™
<b>Host Options</b>	Unix/Linux/Windows	Unix/Linux/Windows	Windows Only	Unix/Linux/Windows	Unix/Linux/Windows
<b>Download Demo</b>	Yes - 30-Day Free Trial	Must order CD	Must order CD	Must order CD	Must order CD
<b>No. Targets Supported</b>	20+	18+	15+	15+	8+
<b>Tech Support</b>	Free Setup Support One Year Renewable Add \$1,000 / project	One Year Renewable	One Year Renewable	One Year Renewable Additional \$1,000 / seat	One Year Renewable
<b>Pricing (tools + IDE)</b>	\$1,000 / seat	\$6,000-\$10,000 / seat	\$7,000 / seat	\$3,000-\$6,000 / seat	\$7,000-\$20,000 / seat

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Note: Microcross makes no claim to the current accuracy of this chart. The data collected was accurate as of 4th quarter 2002.  
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