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New Product Brief – GOPHER™

GOPHER is an easy-to-use search engine that reduces the time investment required for comparison and selection of Microcontrollers (MCUs) from man-hours to mere seconds. Designed by designers that understand the idiosyncrasies involved in selecting MCUs for embedded applications, GOPHER includes the following industry-first features as standard:

Pin-Sharing Elimination: Perhaps the most time wasting part of the MCU selection process is finding an MCU that appears to meet all the requirements, only to discover that some functions use the same pins for multiple features—rendering the MCU useless. GOPHER's proprietary search engine eliminates returns of those MCUs that will result in such conflicts—qualifying the results to an output that displays only those MCUs that offer a true best-fit solution.

Searches Across All Major MCU Manufacturers: GOPHER eliminates the need to go to large numbers of vendor sites or catalogs in order to find the best MCU for the application. Today it includes extensive search capabilities across all products from the top 11 manufacturers and new suppliers are being added all the time (database updates are free).

Top 'X' Truncation: If too many MCU parts come back on the output display you can further limit your search using *Top 'X' Truncation*. This feature allows a search to be narrowed iteratively thereby limiting the display to a manageable number of choices based on requirements that go beyond simple performance specifications. For example *truncation* can be used to exclude myriads of selections that have negative or 'don't care' values; i.e. if you have certain functionality or parameters that potentially add cost or simply don't matter you can eliminate these parameters (i.e. *truncate* the search returns) to return ONLY those parts that truly represent the best fit according to your project requirements. Furthermore a search can be limited to a preferred supplier(s), product line(s) within supplier(s) and/or by distributor(s).

Unlimited Search Capability: The number of parameters used for searching is limited only by your specific applications. Enter as many parameters that might impact system performance,

GOPHER can handle an almost unlimited number. In fact, the more parameters used to define the search, the more exact the returns will be, further insuring a true, best-fit solution.

Parametric Consistency: Often, different MCU vendors use alternative terms to describe the same parameter and group parametric categories ... or sometimes use different terminology altogether. This is fine if you only care about one manufacturer but a nightmare if you want to look across all available solutions. GOPHER™ has incorporated normalizing techniques to eliminate these inconsistencies. The result: a search that is complete and inclusive.

Quick Response Time: Today, people are used to search response times that are measured in seconds and fractions thereof. GOPHER is no exception. Even the most complex searches run in a matter of a couple seconds ... or less.

GOPHER™ is available NOW as a downloadable file or via CD from the manufacturer. Introductory pricing is \$299. Pricing includes automatic updates.

About GruntWare Inc.™

GruntWare Inc is dedicated to help take the “gruntwork” out of the design process in order to enable designers to spend more time on the truly creative and innovative part of their profession. By developing search products that reduce MCU comparison and selection from man-hours to minutes, GruntWare helps designers get their embedded designs to market more quickly and with higher performance because their search products eliminate parts which are "close" but not sufficient in one or more dimensions.

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Downloads or CDs can be ordered at www.gruntwareinc.com.