

CLIENT	Crank Software
PROJECT	Case Study: Aptera
OBJECTIVE	Describe how Crank's Storyboard embedded UI graphics platform was used to design an effective user interface for a first-of-its-kind solar-powered automobile

COPY EXCERPT

How Aptera is bringing the world's most efficient electric vehicle to market in less than 1 year



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<https://bit.ly/crank-aptera-casestudy>

Aptera Motors is building tomorrow's sustainable transportation today.

Capitalizing on a host of recent innovations, Aptera is changing the face of both the [electrical vehicle \(EV\)](#) market and personal transportation in general. By the end of 2020, they will bring to market the first electric automobile that boasts over 1,000 miles (1,600 km) of autonomous range.

Aptera vehicles feature:

- Lightweight, aerodynamic design
- 3D printed tooling—instead of milled and finished metal tools
- Efficient in-wheel motors that are easy to install and service
- Integrated solar panels that will eliminate plug-in charging for most drivers
- Only 10 structural parts—compared to over 200 in a Tesla—and no welds

These features, along with numerous other technical breakthroughs, will make the Aptera less expensive to build, less expensive to own, and more energy efficient than other EVs. Plus, they'll be just as fast and just as safe as any conventional vehicle on the road.

Racing towards a sustainable transportation future

Aptera's founders, Chris Anthony and Steve Fambro, are pursuing an aggressive schedule to bring their first vehicle to market in less than one year.

To help them meet their tight schedule, Anthony and Fambro hired Brian Gallagher and his company, Andromeda Interfaces, to assist with the development of Aptera's central infotainment display (CID). The CID is the nerve center of Aptera's user interface and user experience (UI/UX). Not long after work had begun, Andromeda also got heavily involved in the electrical system integration and vehicle networking side of the project.

Gallagher and his team faced three huge challenges:

- Develop an embedded touchscreen with a UI and UX that would highlight Aptera's innovative features, thrill users and 'wow' investors
- Keep within a tight budget, since Aptera's funding was quite limited at the time
- Produce a working prototype in an extremely short time to help attract investment quickly