

# Competitive Analysis

## Maple Systems' HMI530T V.S. Automation Direct EZS8C-F



### More features and a lower price make our HMI530T the EZ choice

Our customers want versatility and extreme function in an HMI without breaking their budgets. That was our guiding principal when we engineered our Silver Series operator interfaces. We set out to design a low-priced touchscreen operator interface that has robust function and quality features, and we exceeded even our own expectations.

We're so confident you'll love our HMI530T operator interface and its new, bright TFT touchscreen that we went head-to-head with Automation Direct's 8" color touch panel operator interface, the EZS8C-F:

	Maple Systems' HMI530T	Automation Direct's EZS8C-F
<b>Unbeatable Price</b>		
Base Unit	<b>\$1,195</b>	\$1,065
2 MB Flash	<b>Standard</b>	\$56 (1 MB)
1 MB RAM	<b>4MB Standard</b>	\$97
Operating Software	<b>\$75</b>	\$139
Ethernet	<b>Standard</b>	\$190
<b>Total</b>	<b>\$1,270</b>	\$1,547

<b>More powerful hardware</b>		
Display Type	<b>400 cd/m2 TFT</b>	DSTN
Processor Speed	<b>200 MHz</b>	40 MHz
Flash	<b>2 MB</b>	Optional
Operating RAM	<b>4MB</b>	512 KB
Additional Recipe RAM	<b>128 KB</b>	None

<b>More versatile features</b>		
<u><a href="#">Animations</a></u>	<b>32 Position Dynamic Animations</b>	None
<u><a href="#">Colors</a></u>	<b>256 Vivid Colors</b>	128 Colors
<u><a href="#">Multistate Objects</a></u>	<b>Yes</b>	Yes
<u><a href="#">Moving Objects</a></u>	<b>Yes</b>	No
<u><a href="#">Unlimited objects per screen</a></u>	<b>Yes</b>	No
<u><a href="#">Unlimited Object Scalability</a></u>	<b>Yes</b>	No
<u><a href="#">Unlimited Object Placement</a></u>	<b>Yes</b>	No
<u><a href="#">Popup keypads</a></u>	<b>Unlimited user-defined</b>	One predefined numeric
<u><a href="#">Easy Windows®-like Operation</a></u>	<b>Yes</b>	No
<u><a href="#">Screens</a></u>	<b>1,999</b>	500-999
<u><a href="#">Online Simulation Mode</a></u>	<b>Yes</b>	No
<u><a href="#">Macro Scripting Language</a></u>	<b>Yes</b>	No

### **More for less...**

Pay less - get more. It seems a novel concept in today's world, but its one of our core values. Our customers save money and still get a quality product that outperforms the competition by leaps and bounds. And that's a promise you can take to the bank.

The numbers speak for themselves...

- 2x the colors
- 4x more standard memory
- 5x faster processor
- Less money
- More powerful, functional graphics
- More design freedom
- More ways to animate
- Our TFT is lower priced than their DSTN!