



Company News

Date: October 5, 2016

IAR Systems exhibits at ARM TechCon 2016, in Santa Clara, California, in booth 512.

IAR Systems Invites Visitors of ARM TechCon 2016 to Free Seminars

Offering two full days of seminars covering topics such as safety, optimizations, code analysis, multicore debugging, and trace debugging

Foster City, CA, United States—October 5, 2016—IAR Systems® announces that the company will host two full days of seminars on October 26-27 at ARM® TechCon 2016 in Santa Clara, California. The seminars are free of charge to ARM TechCon visitors.

For several years, IAR Systems has been hosting seminar days at ARM TechCon to share the company's expertise and help embedded developers boost their daily workflow. At this year's event, the seminar sessions cover the following topics: *Master Embedded Safety Traps*, *Boost Performance Optimizations*, *Gain X-ray Vision with Code Analysis*, *Take Control of your Multicore Debugging*, and *Kill Bugs Efficiently with Code Trace*. The presenters, Shawn Prestridge and Rafael Taubinger, are Senior Field Applications Engineers and have been with IAR Systems for many years gathering an extensive experience in embedded development.

All ARM TechCon 2016 visitors are welcome to join the seminars in Mission City Ballroom 2.

The complete seminar schedule:

Wednesday, October 26

10:30-11:20 Master Embedded Safety Traps

11:30-12:20 Boost Performance Optimizations

12:30-1:20 Break

2:30-3:20 Gain X-ray Vision with Code Analysis

3:30-4:20 Take Control of your Multicore Debugging

4:30-5:20 Kill Bugs Efficiently with Code Trace

– more –

Thursday, October 27

10:30-11:20 Master Embedded Safety Traps

11:30-12:20 Boost Performance Optimizations

12:30-1:20 Break

1:30-2:20 Gain X-ray Vision with Code Analysis

2:30-3:20 Take Control of Your Multicore Debugging

3:30-4:20 Kill Bugs Efficiently with Code Trace

Ends

***Editor's Note:** IAR Systems, IAR Embedded Workbench, IAR Connect, C-SPY, C-RUN, C-STAT, visualSTATE, IAR KickStart Kit, IAR Experiment!, I-jet, I-jet Trace, I-scope, IAR Academy, IAR, and the logotype of IAR Systems are trademarks or registered trademarks owned by IAR Systems AB. All other products names are trademarks of their respective owners.*

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About IAR Systems

IAR Systems provides developers of embedded systems with world-leading software tools for developing competitive products based on 8-, 16-, and 32-bit processors. Established in Sweden in 1983, the company has over 46,000 customers globally, mainly in the areas of industrial automation, medical devices, consumer electronics, telecommunication, and automotive products. IAR Systems has an extensive network of partners and cooperates with the world's leading semiconductor vendors. IAR Systems Group AB is listed on NASDAQ Stockholm. For more information, please visit www.iar.com.