

Company News

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IAR Systems dedicates to continue serving the strongly emerging embedded market in Brazil

Embedded Systems Conference Brazil, August 27-28 São Paulo, booth #820

São Paulo, Brazil—August 27, 2013—Today, IAR Systems® participates in the Embedded Systems Conference Brazil and announces its dedication to continue to deliver premium products and excellent technical support to the Brazilian embedded community. This is the third time the Embedded Systems Conference is being arranged in Brazil, and IAR Systems has been present every year.

Brazil, South America's largest economy, represents an area of tremendous potential. Strong embedded sectors in the area include huge automotive and smart metering industries, as well as an emerging medical industry. Thanks to a local presence as well as many global enterprise customers, IAR Systems continues to experience growth in Brazil and is dedicated to building a stronger presence in this key emerging market.

IAR Systems' flagship product is the complete C/C++ development toolchain IAR Embedded Workbench®. The toolchain includes highly optimizing build tools and comprehensive debugging capabilities, creating high-performance, reliable code. It provides industry-leading support for devices from more than 30 vendors, including Freescale, Texas Instruments, STMicroelectronics and Renesas. The support includes all ARM® and ARM Cortex™ cores, from the energy-friendly ARM Cortex-M0 core, to the high-performance ARM Cortex-A cores.

"We are very confident that the Brazilian market will continue to grow and that it will be beneficial for IAR Systems as well as for the embedded industry that we have a strong presence in the region," comments Stefan Skarin, CEO, IAR Systems. "We are dedicated to providing the Brazilian market with the products and the support they need to achieve their objectives and by making a strong commitment to support the industry, we secure our market position as a leading supplier of development tools. Our São Paulo presence gives clients access to local expertise as well as the global reach of IAR Systems."

IAR Systems' corporate headquarters are located in Sweden and the company has sales and support offices in the United States, Japan, China, Germany, the United Kingdom, France, Korea, and Brazil. In addition, IAR Systems is represented by distributors in about 30 additional countries.

Led by Juliano Pereira, the Brazil team provides sales and services as well as technical support. Contact IAR Systems in Brazil by phone at +55 11 4368-2945 or by email at info@iar.com.

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About IAR Systems

IAR Systems is the world's leading supplier of software tools for developing embedded systems applications. The software enables over 19,000 large and small companies to develop premium products based on 8-, 16-, and 32-bit microcontrollers, 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 OMX Stockholm. For more information, please visit www.iar.com