IAR Systems Presents How to Get Smaller, Faster and Smarter Code at IoT DevCon in Santa Clara, California

Foster City, CA, United States/Uppsala, Sweden—May 9, 2016—IAR Systems® announces that the company will be exhibiting at the Internet of Things Developers Conference (IoT DevCon) 2016, in Santa Clara, California, on May 25-26. During the event, IAR Systems will guide visitors on how the world-leading development toolchain IAR Embedded Workbench® can help developers in simplifying their development processes and getting smaller, faster and smarter code. The company will also host several conference sessions.

The Internet of Things Developers Conference is a two-day conference for embedded design engineers and managers working on IoT technologies and applications. IAR Systems is a gold sponsor for the conference and the IAR Systems team will meet visitors in booth G7. In addition, Rafael Taubinger, Senior Field Applications Engineer, will present "Code analysis made easy" and "Debugging techniques for IoT applications" on May 26 in the conference track "At the edge".

"Visitors joining us at IoT DevCon will be able to boost their knowledge in embedded programming and get valuable tips and tricks on development," says Rafael Taubinger, Senior Field Applications Engineer, IAR Systems. "The Internet of Things is here for real now, and I welcome visitors to drop by our booth, have a chat with me and my colleagues, and discuss how we can help them in getting innovative IoT products to market faster and easier."

IAR Systems offers the powerful development toolchain IAR Embedded Workbench, which incorporates a compiler, an assembler, a linker and a debugger into one completely integrated development environment. The toolchain has the industry's broadest MCU support, covering more than 11,000 devices, and provides leading code optimizations, tight integrations with hardware, RTOS products, and middleware, and much more. In addition, IAR Systems' renowned technical support is available all over the world to help and guide customers in their daily work.

Stay tuned for updates on www.iar.com and www.twitter.com/iarsystems.

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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 OMX Stockholm. For more information, please visit www.iar.com.