



Company News

Date: March 14, 2017

IAR Systems joins SAMSUNG ARTIK™ partner program to accelerate IoT development

embedded world 2017, Nuremberg, Germany—March 14, 2017—IAR Systems®, a future-proof supplier of software tools and services for embedded development, today announces that the company has teamed up with Samsung as a technology partner for the SAMSUNG ARTIK™ Smart IoT platform.

“By joining the SAMSUNG ARTIK™ Partner Program, we are able to share knowledge and deliver a complete software tool solution to SAMSUNG ARTIK users,” says Robert DeOliveira, Director Global Strategic Sales, IAR Systems. “SAMSUNG ARTIK users will benefit from the quick project set up capabilities, the strong optimizations technology and the uninterrupted development workflow of our complete development toolchain IAR Embedded Workbench®. In addition to the superior technology, IAR Systems’ experienced and dedicated support team is also there to help and further boost efficiency.”

The Internet of Things is a large trend in many industries, driving a need for rapid development of new connected applications and innovations. IAR Systems offers the development toolchain IAR Embedded Workbench that includes outstanding optimizations technology. This enables the toolchain to generate very efficient code, making it an ideal choice for creating smart, energy-efficient and time-critical applications for the Internet of Things.

“The addition of IAR Systems to the SAMSUNG ARTIK™ Partner Program brings powerful embedded software development tools to our SAMSUNG ARTIK customers and developers, enabling them to accelerate their embedded development,” says Curtis Sasaki, VP of Ecosystems, Samsung Electronics. “IAR Embedded Workbench is an optimized toolchain for the Samsung ARTIK 0 Family of system-on-modules that are designed for edge nodes.”

More information about IAR Embedded Workbench is available at www.iar.com/iar-embedded-workbench.

— more —

Ends

Editor's Note: IAR Systems, IAR Embedded Workbench, IAR Connect, C-SPY, C-RUN, C-STAT, visualSTATE, IAR Visual State, IAR KickStart Kit, 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.

IAR Systems Contacts

AnnaMaria Tahlén, Media Relations, IAR Systems
Tel: +46 18 16 78 00 Email: annamaria.tahlen@iar.com

Stefan Skarin, CEO and President, IAR Systems
Tel: +46 18 16 78 00 Email: stefan.skarin@iar.com

About IAR Systems

IAR Systems supplies future-proof software tools and services for embedded development, enabling companies worldwide to create the products of today and the innovations of tomorrow. Since 1983, IAR Systems' solutions have ensured quality, reliability and efficiency in the development of over one million embedded applications. The company is headquartered in Uppsala, Sweden and has sales and support offices all over the world. IAR Systems Group AB is listed on NASDAQ OMX Stockholm, Mid Cap. Learn more at www.iar.com.