

Product News

Date: June 20, 2012

Freescall names IAR Embedded Workbench Toolchain of Choice for ZigBee Development

Freescall Technology Forum, San Antonio, TX—June 20, 2012—Today, IAR Systems® announces that its high-performance embedded development tool suite IAR Embedded Workbench® once again has been selected as the toolchain for ZigBee development.

Freescall Semiconductor has announced the Kinetis® KW20 Wireless MCU and IAR Embedded Workbench is the supported tool chain for its alpha program. By enabling developers to run the ZigBee protocol stack on their Kinetis Cortex™-M4 core, Freescall enhances the level of capability developers can bring to wireless applications.

“Coremark benchmarks show that IAR Embedded Workbench provides the best optimizations for the K20 MCU,” says Bruno Baylac, Director of the Metering, Medical & Connectivity Solutions division at Freescall. “Freescall acknowledges the importance of using high-performing development tools and their vital role in bringing products to market faster. By partnering with IAR Systems, with its outstanding technology and extensive code base, we are able to provide our customers with the tool chain that is best suited for leveraging the comprehensive capabilities of the K20.”

IAR Embedded Workbench for ARM provides a complete development environment, integrated in a user-friendly IDE. The recently released version 6.40 introduces major feature enhancements including a new editor and source browser. It also adds outstanding optimizations, resulting in up to 40% faster code than for the previous version, on standard industry benchmarks.

“IAR Systems is the industry leader in benchmarks, usability, and support, and more than 50% of all Cortex-M developers today use IAR Embedded Workbench,” says Robert DeOliveira, Director Strategic Sales at IAR Systems. “The latest release adds even more improved optimizations and feature enhancements and strengthens our offer even further. Since 2008, IAR Embedded Workbench for ARM has been Freescall’s preferred tool chain for its customers developing ZigBee applications, and we look forward to continuing our work with Freescall to provide the highly optimized solutions its customers’ needs.”

For more information about IAR Embedded Workbench for ARM, visit: www.iar.com/ewarm.

Ends

***Editor's Note:** IAR Systems, IAR Embedded Workbench, C-SPY, visualSTATE, The Code to Success, IAR KickStart Kit, I-jet, IAR and the logotype of IAR Systems are trademarks or registered trademarks owned by IAR Systems AB. All other products are trademarks of their respective owners.*

IAR Systems Contact

Helen Perlegos, US Marketing Manager, IAR Systems

Tel: 650-287-4244 E-mail: helen.perlegos@iar.com

About IAR Systems

IAR Systems is the world's leading supplier of software tools for developing embedded systems applications. The software enables over 14 000 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