IAR Systems invests in the Internet of Things by launching IAR Connect

The portal IAR Connect meets the need for globalized, customized and simplified embedded development in a world with a growing number of connected applications

Renesas DevCon, Orange Country, California—October 13, 2015—IAR Systems® is proud to announce IAR Connect™, a portal that presents product development platforms, as well as a meeting point connecting people interested in the Internet of Things and other emerging technologies in the connected world.

The Internet of Things and the connected world are already changing people's lives and future possibilities are limitless. Virtually all industries have devices or products that can be further utilized through improved communication and connectivity. To meet the demands of the connected world, new product innovations must be brought to market fast and easy. More and more development teams are without geographical boundaries and should have high-quality solutions and the support they need brought right to them. The solutions should support current needs, as well as future requirements. IAR Connect represents this next-generation embedded development that is globalized, customized and simplified.

One of the first members of IAR Connect is Renesas Electronics. Renesas and IAR Systems have a long-standing partnership and IAR Systems' high-performance development tools are part of the Renesas Synergy Platform. Customers using Renesas Synergy will be able to start product development at a much higher level of abstraction and be able to focus completely on designing innovative and differentiated features for embedded applications and connected devices.

"During our more than 30 years in the industry, we have collected a deep knowledge about embedded development as well as a unique understanding of different customer needs," says Stefan Skarin, CEO,

– more –

IAR Systems. "The best way to take advantage of the possibilities of the new connected world is by providing new technology offerings, sharing knowledge and establishing strategic alliances, such as our strong partnership with Renesas. With IAR Connect, we enable innovation by connecting people and technologies. I invite everyone to connect, get inspired and explore the potential of the Internet of Things and the connected world at iarconnect.com."

Discover IAR Connect at www.iarconnect.com.

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.

IAR Systems Contact

Stefan Skarin, CEO, IAR Systems

Tel: +46 18 16 78 00   E-mail: stefan.skarin@iar.com

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.