



Company News

Date: February 19, 2016

IAR Systems invites visitors of embedded world 2016 to seminars on building a smarter world

Take the opportunity to meet with leading industry profiles sharing their views on embedded solutions for the future

Uppsala, Sweden—February 19, 2016—IAR Systems®, the world's leading vendor of development tools for embedded systems, is happy to invite visitors of embedded world 2016 to a series of seminars focused on building a smarter world, while ensuring deliverability and efficient workflows.

The seminars take place in the IAR Connect™ booth 4-102 on Tuesday, February 23 and Wednesday February 24. Visitors have the opportunity to meet leading industry profiles up-close and personal, and hear their views on the future of embedded development and how to stay ahead in this ever-changing industry:

Tuesday, Feb 23 10:00-10:30

Staying safe in the connected space

Anders Holmberg, Director Emerging Technologies and Markets, IAR Systems

Tuesday, Feb 23 13:00-13:30

Securing IoT systems using ARMv8-M TrustZone

John Carbone, Director, Executive Staff, Express Logic, Inc.

Wednesday, Feb 24 10:00-10:30

The era of platforms and how it will change the way you work

Ali Sebt, President of Renesas Electronics America, and Senior Vice President of Renesas Electronics

Wednesday, Feb 24 13:00-13:30

Tackling the challenges of tomorrow's embedded development

Stefan Skarin, CEO and President, IAR Systems

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“From smart refrigerators and health monitoring, to connected industrial robots and vehicle to vehicle communication, the connected world brings many new products and improvements to the market. In fact, it is already changing people’s lives and future possibilities are limitless,” says Stefan Skarin, CEO and President, IAR Systems. “I believe that the best way to take advantage of the possibilities of the connected world is by providing new technology offerings, sharing knowledge and establishing strong strategic alliances. It’s time to build a smarter world.”

Join the seminars in booth 4-102.

IAR Systems exhibits at embedded world 2016, Nuremberg, Germany, in booth 4-216 and 4-102.

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.*

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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.