# IAR Systems extends its US operations with the official opening of an office in Dallas, Texas

Uppsala, Sweden—September 9, 2013—Today, the world-leading embedded development tools provider IAR Systems® announces the official opening of a new office in Dallas, Texas. The Texas office will function as the company's home base in the central United States, adding to the reach of the US headquarters in Foster City, California and the east coast office in Boston, Massachusetts.

For several years, IAR Systems has successfully built a strong customer base in the central US region and has had staff in place to provide customers in the area with sales, services and technical support. Embedded technology is a strong sector in the area and major IAR Systems' customers include global as well as local corporations within fields such as consumer electronics, industrial automation and the automotive, avionics and medical industries. The official opening of an office in the region will further strengthen the company's presence and extend the services offered to both existing and new customers.

"Our business in the US is developing extremely well, and we are always focused on being present where our customers need us," says Stefan Skarin, CEO of IAR Systems. "We have been able to build strong relationships with many important customers and partners in the central US region and we will now be able to cultivate these relationships even further. Of course, with the official opening of our Dallas office, we also expect to be able to establish new productive relationships that will add to our customer base and grow our business."

With its head office in Sweden, IAR Systems has sales and support offices in the United States as well as in Brazil, Japan, China, Korea, Germany, the United Kingdom and France. In addition, IAR Systems is represented by distributors in about 30 additional countries. Product development is run from the head office in Sweden and the US development office in California.

**Contact information for IAR Systems' Central US office**

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**### Ends**

***Editor's Note:*** *IAR Systems, IAR Embedded Workbench, C-SPY, visualSTATE, The Code to Success, IAR KickStart Kit, I-jet, I-scope, 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.*

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## About IAR Systems

IAR Systems is the world's leading supplier of software tools for developing embedded systems applications. The software enables over 19,000 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