IAR Systems enhances Renesas Electronics' innovative program for RX MCUs designs

Embedded World, Nuremberg, Germany—February 26, 2014—Renesas Electronics Europe, a premier provider of advanced semiconductor solutions has invited its Platinum Alliance Partner IAR Systems®, the world-leading supplier of embedded development tools, to enhance the innovative software program for European customers by joining the RX Maximization program.

The RX Maximization program is built around the high-performance RX 32-bit microcontroller family, consisting of free-of-charge RTOS and Middleware components, worth up to €20,000, allowing developers to quickly customize sample code to initiate their applications faster, while at the same time reducing system function costs and accelerating time-to-market.

IAR Systems' complete C/C++ and debugger toolchain IAR Embedded Workbench® for RX has been selected for the program because it significantly enhances the program by producing the smallest code size and the fastest code execution based on EEMBC CoreMark benchmarks of 3.12. The highly sophisticated C-SPY® Debugger incorporated in IAR Embedded Workbench has excellent debugging features such as Kernel Awareness, which is the ability to display the internal RTOS data structures in a convenient series of windows. It provides the user with information about each of the active tasks in the RX device as well as each semaphore, mutex, mailbox, queue and event flag group along with a list of all the tasks waiting on the Kernel objects.

Developers are now able to qualify for a free-of-charge perpetual unlimited license of IAR Embedded Workbench for RX, including one year of support, software upgrades and two hours of web training, value at €5,000.

"Customers will be very pleased with the quality, the performance and the flexibility that IAR Embedded Workbench for RX offers to handle the most demanding scheduling in their projects, while allowing seamless integration with Micrium and other RTOSes," says Robert DeOliveira, Director Global Strategic Sales, IAR Systems. "With IAR Systems' comprehensive and expanding ecosystem supporting all Renesas devices, IAR Embedded Workbench forms the glue in the program by integrating the powerful RX devices with the RTOSes third-party middleware components and the end user application code".

"We are very pleased to be teaming up on this program with our Platinum Alliance Partner IAR Systems," says Mohammed Dogar, Microcontroller Marketing Manager, Renesas Electronics Europe. "This provides customers

with easier access to the rich RX ecosystem and a complete platform upon which customers can design and implement RX-based products faster, more reliably and with lower production costs."

Interested customers should visit www.renesas.eu/rxmax to register for the program.

IAR Embedded Workbench for RX is available in several versions covering different customers' needs, including a Baseline edition limited to 256KB and a Functional Safety version with safety-certification from TÜV SÜD according to the requirements of IEC 61508, the international umbrella standard for functional safety, as well as ISO 26262, which is used for automotive safety-related systems. Free time-limited evaluation licenses are also available, as well as a 64KB-limited version. More information about IAR Embedded Workbench for RX is available at www.iar.com/ewrx.

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Editor's Note: IAR Systems, IAR Embedded Workbench, C-SPY, C-RUN, visualSTATE, Focus on Your Code, IAR KickStart Kit, IAR Experiment!, I-jet, 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 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.