



## Product News

Date: May 18, 2016

*Find IAR Systems at pedestal 811-814 at NXP FTF Technology Forum in Austin, Texas on May 16-19.*

# IAR Systems delivers early support for new NXP Kinetis Wireless MCU targeting portable, low-power solutions

**The highly optimizing toolchain IAR Embedded Workbench enables developers to maximize the ultra-low-power performance of the new Kinetis® KW41Z microcontroller from start**

NXP FTF Technology Forum, Austin, Texas—May 18, 2016—IAR Systems®, the world's leading vendor of development tools for embedded systems, presents support for the ARM® Cortex®-M0+-based Kinetis KW41Z MCU from NXP® Semiconductors. The support is available in the latest version of the complete C/C++ compiler and debugger toolchain IAR Embedded Workbench® for ARM.

The Kinetis KW41Z MCU is an ultra-low-power, highly-integrated single-chip device that enables Bluetooth® Smart/Bluetooth® Low Energy (BLE) v4.2 and IEEE® 802.15.4-2011 RF connectivity. It is especially suitable for single-chip designs that require concurrent communication on both a BLE network and an 802.15.4-based network such as Thread or ZigBee®. Applications include portable health care devices, wearables, gaming controllers, access control security systems, smart energy and home area networks, and more.

IAR Embedded Workbench provides leading compiler technology built by IAR Systems' compiler experts. It features outstanding code optimizations and generates very fast performing code. Thanks to the shortest possible execution times, it is the ultimate choice for developing low-power applications.

"Thanks to IAR Systems' early support for our Kinetis KW41Z MCU, engineers can use the powerful and highly optimizing IAR Embedded Workbench for ARM from start and make the most out of the MCU," says Sujata Neidig, Global Kinetis MCU Marketing Manager, NXP Semiconductors. "The Kinetis KW41Z MCU is targeted for the next-generation of wireless, low-power solutions within a wide range of industries, and we are pleased to work with IAR Systems to make new innovations possible for our mutual customers worldwide."

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IAR Embedded Workbench for ARM is a complete toolchain for embedded development. It includes the powerful IAR C/C++ Compiler™ as well as the C-SPY® Debugger with a broad selection of smart features such as complex code and data breakpoints, runtime stack analysis, call stack visualization, code coverage analysis and integrated power consumption monitoring. Integrated add-on tools for static analysis and runtime analysis are also available.

For more information about IAR Embedded Workbench for ARM, please visit [www.iar.com/iar-embedded-workbench/arm/](http://www.iar.com/iar-embedded-workbench/arm/). For more information about Kinetis KW41Z availability, go to [www.nxp.com](http://www.nxp.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.*

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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](http://www.iar.com).