



Company News

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Find IAR Systems in booth G7 at IoT DevCon in Santa Clara, CA, on May 25-26.

IAR Systems reports growing interest among IoT customers for beneficial loyalty program

Companies in the Internet of Things field see great value of IAR Volume License Program enabling simplified administration and development project flexibility

IoT DevCon, Santa Clara, CA / Uppsala, Sweden—May 25, 2016—The world's leading vendor of embedded development tools IAR Systems reports that the interest for the company's Volume License Program is growing fast, especially thanks to new and upcoming companies within the Internet of Things.

As members of the Volume License Program, customers save both time and money by reusing their already made investments and standardizing their development on IAR Systems' powerful tools. Companies from all parts of the world are joining the program as they see a clear benefit in being able to gain simplified license administration and flexibility in their development projects. They also get high flexibility in the choice of platform, as the complete C/C++ compiler and debugger toolchain IAR Embedded Workbench supports more than 11,000 MCUs within different architectures. For large corporations, the program can include extended technical support and customized training sessions.

"We already have many well-known brands within our Volume License Program, and the program is now growing with new interesting IoT companies entering as members thanks to the general IoT market growth," says Stefan Skarin, CEO, IAR Systems. "The fact that many of these IoT companies choose to standardize on our tools is a strong recognition of our leading technology and powerful offering. We are always striving to help our customers in getting the most out of our products and we plan to add more benefits to our customer loyalty program in a near future."

IAR Systems' development tools are available in a flexible licensing model to suit different customers' needs. For development teams, it is possible to share a pool of licenses among a group of users over a network. For customers with operations and development projects at several sites and in different countries, IAR Systems offers geographical flexibility through global network licenses. For customers looking for single user licenses, PC-locked licenses are available, as well as mobile licenses for work

– more –

location flexibility. More information about IAR Systems' customer loyalty program is available at www.iar.com/vlp.

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.