IAR Systems boosts development of innovative IoT fleet management solution

Embedded development tools from IAR Systems used by Noa Technologies to develop a new Internet of Things solution for efficient and easy management of fleets

Uppsala, Sweden—October 24, 2016—IAR Systems® announces that Noa Technologies, an innovator in the area of sustainable mobility, is using the complete development toolchain IAR Embedded Workbench® to develop an innovative Internet of Things (IoT) fleet management solution. Thanks to the powerful debugging and compiler capabilities of IAR Embedded Workbench, the engineers at Noa are able to speed up their development cycle.

"IAR Systems' products allow us to reduce the time spent on debugging issues during product development, which is critical for a quick product development cycle," says Pedro Silva, Hardware Engineering Manager, Noa Technologies.

Noa's all-inclusive industrial IoT solution enables easily scalable management of moving assets along the entire asset lifecycle. The solution consists of a fleet management software, which is a cloud-based platform for identifying, tracking, managing and optimizing connected devices, and an IoT device that integrates into any moving asset, turning the fleet into a data creation hub. As a start, the company is applying the solution to the bike sharing market.

"IAR Systems' product IAR Embedded Workbench has one of the most comprehensive toolboxes with fundamental debugging features and a very powerful build tool. It also provides a very consistent compile tool, which enables us to optimize the performance of our products," says Pedro Silva, Hardware Engineering Manager, Noa Technologies. "In addition to the technology, IAR Systems also has a great, and very responsive, customer support team."

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Thanks to a powerful product portfolio and global support services, IAR Systems enables companies worldwide in many different industries to build products for today and innovations of tomorrow. To support innovative projects in renewable energy and clean-tech fields, IAR Systems offers the sponsor program IAR Green Innovation Program that gives small, entrepreneurial technology companies access to powerful development tools. Learn more about IAR Systems at www.iar.com.

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Editor's Note: IAR Systems, IAR Embedded Workbench, IAR Connect, C-SPY, C-RUN, C-STAT, visualSTATE, IAR KickStart Kit, 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 Stockholm. For more information, please visit www.iar.com.