



IAR Systems is exhibiting in booth 4-216 at embedded world 2017, March 14-16, in Nuremberg, Germany.

Company News

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IAR Systems presents increased focus on the automotive industry

For companies working with automotive embedded applications, IAR Systems is able to deliver outstanding software and services

Uppsala, Sweden—March 8, 2017—IAR Systems®, a future-proof supplier of software tools and services for embedded development, today announces its increased focus on customers within the automotive industry working with applications ranging from Human Machine Interface (HMI), instrument clusters and multimedia to body electronics and climate control.

“With this increased focus, we are making the proven IAR Systems technology and user experience available to the automotive industry for real,” says Kiyofumi Uemura, Global Automotive Director, IAR Systems. “We already have a large customer base of automotive companies, and the increased focus on the automotive industry will bring both existing and new products and services to our customers. This will help them succeed in the constant ongoing battle to bring exciting, yet reliable, and energy-efficient products to the market.”

With 34 years in the embedded industry, IAR Systems has a proven track record of delivering tools that are renowned for quality, reliability and efficiency. The C/C++ compiler and debugger toolchain IAR Embedded Workbench® is consistently placed at the top of benchmarks for both code size and code speed, which makes it a perfect fit for industries where unit cost and energy efficiency is in focus. IAR Embedded Workbench is also able to offer support for more processors in more architectures than any other tool on the market, including the automotive-focused RH850, V850 and RL78 microcontrollers from Renesas as well as all major 32-bit ARM microcontrollers such as the NXP S32K targeted for automotive applications. With the add-on tools C-STAT® for static analysis and C-RUN® for runtime analysis, developers get complete code control. IAR Embedded Workbench is also available in functional safety versions that are certified by TÜV SÜD according to the requirements of IEC 61508, the international umbrella standard for functional safety, and ISO 26262, which is used for automotive safety-related systems.

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In addition, IAR Systems offers the state machine design tool IAR Visual State™ that simplifies complex design projects. Developers use IAR Visual State to build their design from a high level, structure complex applications, step by step add functions in detail, and automatically generate code that is 100 percent consistent with the design. This methodology can be extremely helpful when realizing large design projects for embedded applications, for example in the automotive industry.

“For several years, the demands for more advanced features, for example in regards to safety, fuel consumption and car entertainment, have resulted in an automotive market growing at an ever-increasing pace,” says Stefan Skarin, CEO, IAR Systems. “Our customers working with automotive applications can be sure that we will be there to support them even further and continue enabling them to create the products of today and the innovations of tomorrow.”

More information will be available in IAR Systems’ booth 4-216 at embedded world 2017, March 14-16, in Nuremberg, Germany.

Ends

Editor's Note: IAR Systems, IAR Embedded Workbench, IAR Connect, C-SPY, C-RUN, C-STAT, visualSTATE, IAR Visual State, 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 supplies future-proof software tools and services for embedded development, enabling companies worldwide to create the products of today and the innovations of tomorrow. Since 1983, IAR Systems’ solutions have ensured quality, reliability and efficiency in the development of over one million embedded applications. The company is headquartered in Uppsala, Sweden and has sales and support offices all over the world. IAR Systems Group AB is listed on NASDAQ OMX Stockholm, Mid Cap. Learn more at www.iar.com.