



## Company News

Date: October 11, 2017

# IAR Systems' CTO shares his view of future embedded development at Arm TechCon

**As part of IAR Systems two-day sponsored sessions at Arm TechCon 2017, the company's CTO Petter Edman hosts the seminar *Future-proof your development* covering future embedded development and its challenges**

Foster City, California—October 11, 2017—IAR Systems® announces its seminar schedule for Arm TechCon 2017, at Santa Clara Convention Center, California, October 24-26, offering two full days of seminars including one session with the company's Chief Technology Officer (CTO) Petter Edman. All the sessions are hosted in Mission City Ballroom M2, October 25-26, and the seminar with the CTO will take place at October 25, 2:30 PM-3:30 PM.

The seminar with CTO Petter Edman will cover what the future might bring for embedded development and what challenge to face when creating the applications of tomorrow. He will also share his view on where the industry is going, how to get there and what tools that can help to reach that destination. In addition to the seminar with IAR Systems' CTO, the two-day sponsored sessions cover topics such as code quality control, smart debugging and trace, optimizations, and safety-critical development, shared by IAR Systems' experienced team of Field Applications Engineers (FAEs).

IAR Systems is an Arm TechCon Diamond sponsor and will be exhibiting in booth 412. The complete seminar schedule is:

Wednesday, October 25

10:30 AM-11:20 AM Take control of your code and find problems early

11:30 AM-12:20 PM Exterminate bugs with IAR Embedded Workbench

12:30 PM-1:20 PM Become highly efficient with big trace data

2:30 PM-3:20 PM Future-proof your development

3:30 PM-4:20 PM Optimize your connected application in every dimension

4:30 PM-5:20 PM Get started setting up a safety-critical development environment

Thursday, October 26

10:30 AM-11:20 AM Optimize your connected application in every dimension

– more –

11:30 AM-12:20 PM Exterminate bugs with IAR Embedded Workbench  
12:30 PM-1:20 PM Become highly efficient with big trace data  
2:30 PM-3:20 PM Get started setting up a safety-critical development environment  
3:30 PM-4:20 PM Secure the connected world

### Ends

*Editor's Note: IAR Systems, IAR Embedded Workbench, IAR Connect, C-SPY, C-RUN, C-STAT, 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](http://www.iar.com).