Company News

Date: October 24, 2017

IAR Systems and Secure Thingz collaborate for easier IoT security implementation

Introducing new technology at Arm TechCon for securing the connected world

Arm TechCon, Santa Clara, California—October 24, 2017—IAR Systems®, a future-proof supplier of software tools and services for embedded development, and Secure Thingz, a provider of advanced security solutions focused on the Internet of Things (IoT), today announced the next step in their collaboration to provide new technology in order to simplify the development of secure, connected devices.

With the rapidly evolving IoT comes an urgent need for new ways of ensuring security across development, production and use of connected products. Manufacturers must find strong and efficient methods to protect their brands as well as prohibit counterfeiting or overproduction, and should integrate these methods as part of their regular workflow. To meet these demands, development tools must evolve to encompass security and facilitate the production of secure IoT software. Tools vendors can help by providing ways to simplify the setup of an extended and unified security workflow from development and debugging to manufacturing. This will enable an easy handover from development to mass production, as well as assist implementation of versioning and rollback policies, and simplify certificate and key implementation.

In April 2017, IAR Systems announced that it was taking an initial 10 percent equity stake in Secure Thingz. The investment was made because IAR Systems has a strong belief that Secure Thingz' solutions can create the necessary security in a world of connected devices and products.

"The connected world, and the challenges that come with it, is driving changes in the way many of our customers are working," said Stefan Skarin, CEO and President, IAR Systems. "Our customers are facing critical IoT security concerns, and we want to ease their burden by providing new solutions for developing with security. The joint efforts by IAR Systems and Secure Thingz are focused on making it easier to integrate security solutions in a day-to-day workflow that can be extended to cover also aspects of security that is currently hard to fit as part of the development stage."

"To realize the full potential of the IoT, security must be at the foundation. Implementing an effective

– more –

robust security solution has previously been complex, but Secure Thingz and IAR Systems have been working together on strategies and solutions to simplify security implementations," says Krishna Anne, President and CEO, Secure Thingz. "Through our collaboration, we are making security solutions more easily accessible and seamlessly integrated into the development workflow."

The companies' joint solutions will enable secure device identities and privileges, allowing manufacturers and users alike to establish secure supply chains of trust, from silicon device manufacturing to product deployment and updates.

Learn more about new solutions from IAR Systems and Secure Thingz at www.iar.com/security, and at Arm TechCon in Santa Clara at the following presentations:

Panel – Ensuring Your Supply Chain of Trust: Whose Problem is It?
Wednesday, October 25, 3:30 PM-4:20 PM, Ballroom G
Moderator: *Ed Sperling, Editor in Chief, Semiconductor Engineering*
Panelists:
Haydn Povey, Founder and CTO, Secure Thingz
Marc Canel, Vice President of Security Systems and Technologies, Arm
Richard Hayton, CTO, Trustonic
Mark Schaeffer, Sr. Product Marketing Manager, Security Solutions, Synergy IoT Platform Business Division, Renesas Electronics Inc.
Anders Holmberg, Director of Corporate Development, IAR Systems

Deploying a Secure Identity on an Armv8-M Processor
Thursday, October 26, 2:30 PM-3:20 PM, Ballroom E
Steve Pancoast, Vice President, Engineering, Secure Thingz
Anders Holmberg, Director of Corporate Development, IAR Systems

Secure the Connected World
Thursday, October 26, 3:30 PM-4:20 PM, Room MCB2
Haydn Povey, Founder and CTO, Secure Thingz

In addition, the technology will be showcased in IAR Systems' booth 412 at Arm TechCon during the following time slots: Wednesday, October 25, 4:30 PM-5:30 PM, and Thursday, October 26, 4:30 PM-5:30 PM.

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.

About Secure Thingz

Secure Thingz, Inc. is the domain expert in security, micro-controllers and embedded systems. The company is focused on delivering advanced security solutions into the emerging Industrial Internet of Things, critical infrastructure, automotive and other markets. The Secure Deploy™ architecture has been developed to solve the major security issues challenging the IoT. Our solution ensures a cost-efficient root of trust in low-cost microcontrollers to deliver a core set of critical services through the product lifecycle, alongside secure deployment, production and update infrastructure. For more information, visit www.securethingz.com.