Product News

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IAR Systems launches sponsor program to further boost eco-friendly development

IAR Green Innovation Program targets entrepreneurial organizations focusing on green technology

ARM TechCon, Santa Clara, CA—October 30, 2013—Today, IAR Systems® announces the launch of IAR Green Innovation Program, a sponsor program to support innovative development projects in eco-friendly technology. The program will award selected companies with up to $25,000 worth of IAR Embedded Workbench® or IAR visualSTATE® licenses for the duration of the project.

Many of the most innovative advances in renewable energy and clean-tech fields over the past twenty years have been developed by small, entrepreneurial technology companies and individuals. To support and further this progress, IAR Systems has created IAR Green Innovation Program to allow engineers easier access to world-leading embedded development tools including the powerful C/C++ compiler and debugger tool suite IAR Embedded Workbench and the highly sophisticated state machine tools IAR visualSTATE. By significantly enhancing development productivity, IAR Systems' development tools help green entrepreneurs bring their ideas from prototype to commercialization stages and provide a reliable path to high volume deployment.

To be selected as a member of the program, the applying organization should be in the areas of environmental monitoring, renewable and clean energy systems, systems that optimize energy efficiency, recycling, climate-related disaster recovery, and green quality of life improvements for people in developing and third world countries. The organization could be a research center, a university program, or a startup company with 10 or fewer employees.

"For 30 years, IAR Systems has contributed to future-proof development projects around the world by continuously delivering world-leading development tools with the broadest architecture support to the market," says Mike Skrtic, responsible for IAR Green Innovation Program and Strategic Account Manager, IAR Systems. "IAR Green Innovation Program is one step further to take responsibility for the future and to encourage developers who lead the way towards a more sustainable planet."

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More information about IAR Green Innovation Program is available at www.iar.com/green.

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Editor's Note: *IAR Systems, IAR Embedded Workbench, C-SPY, visualSTATE, The Code to Success, IAR KickStart Kit, I-jet, I-scope, IAR and the logotype of IAR Systems are trademarks or registered trademarks owned by IAR Systems AB. All other products are trademarks of their respective owners.*

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About IAR Systems

IAR Systems is the world's leading supplier of software tools for developing embedded systems applications. The software enables over 19,000 large and small companies to develop premium products based on 8-, 16-, and 32-bit microcontrollers, 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