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IAR Embedded Workbench is a featured IDE for Freescale Kinetis software development kit

As Freescale Semiconductor launches the newest addition to the Kinetis microcontroller portfolio, IAR Embedded Workbench is again selected as a featured integrated development environment (IDE) for Kinetis microcontrollers

Freescale Technology Forum, Dallas, United States / Uppsala, Sweden—April 10, 2014—IAR Systems®, the world's leading supplier of software tools for developing embedded systems applications, today announced that its high-performance toolchain, IAR Embedded Workbench® for ARM®, has been selected by Freescale as a featured integrated development environment for the next generation of Kinetis microcontrollers (MCUs). IAR Systems and Freescale share an effective history, providing designers with the tools to simplify development and to harness the advantages of the Kinetis MCU portfolio.

“The Kinetis software development kit (SDK) is an extensive suite of robust peripheral drivers, stacks and middleware designed to accelerate application development on any Kinetis MCU. The addition of Processor Expert technology for software and board support configuration provides unmatched ease of use and flexibility”, says JC Bodet, Director of Freescale’s Microcontroller Software and Services. “We are very excited about IAR Systems continuing their industry-leading Kinetis MCU support as we launch the Kinetis SDK.”

Since the introduction of Kinetis microcontrollers, IAR Systems has delivered the broadest coverage of Freescale’s portfolio of solutions based on ARM Cortex® cores including full integration with Processor Expert software and MQX™ kernel awareness debugging. IAR Embedded Workbench is now equipped with a complete migration manual to facilitate a smooth transition for any customers wishing to migrate from CodeWarrior Developer Studio for microcontrollers to IAR Embedded Workbench. The migration support is built directly into IAR Embedded Workbench for ARM, allowing Kinetis SDK users to easily take advantage of IAR Systems’ powerful, reliable IDE.

“IAR Systems leads the way in tool reliability, optimization, and ease of use,” says Stefan Skarin, CEO of IAR Systems. “Our established relationship with Freescale and our product integration continue to provide embedded designers with efficient tools for peak results with the powerful Kinetis MCUs.”

IAR Systems is offering competitive upgrade pricing to qualified CodeWarrior Developer Studio for

— more —

microcontrollers licensees. For further information about the offer, and the benefits of developing with IAR Embedded Workbench, visit www.iar.com/freescale/migrate.

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***Editor's Note:** IAR Systems, IAR Embedded Workbench, C-SPY, C-RUN, visualSTATE, Focus on Your Code, IAR KickStart Kit, IAR Experiment!, I-jet, 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 OMX Stockholm. For more information, please visit www.iar.com.