



Company News

Date: October 23, 2014

IAR Systems kicks off Embedded Conference Scandinavia with pre-conference seminar

Embedded Conference Scandinavia takes place at Kistamässan, Stockholm, Sweden on November 4-5 and IAR Systems offers a free technical seminar on the day before the show starts

Uppsala, Sweden—October 23, 2014—IAR Systems, the world-leading provider of development tools for embedded systems, announces that the company hosts a pre-conference seminar in Kista, Stockholm on November 3, 2014. The seminar will cover topics such as efficient programming, safety traps in embedded programming, debugging and runtime analysis. Seminar attendees are also welcome to join the company to mingle afterwards.

“IAR Systems has a tradition of tradeshow seminars and for this year’s Embedded Conference Scandinavia, we want to show our extra interest in our Swedish home market by offering a pre-conference day,” says Matilda Skarin, Sales Manager Nordic, IAR Systems. “We have a close relationship with many large companies in the Nordic area and we want to give them and others an opportunity to boost their knowledge in embedded programming and also learn more about how our tools can help them in their daily work.”

This year’s Embedded Conference Scandinavia is the ninth edition. With a clear focus on embedded technology, the conference has become Northern Europe’s largest meeting place for the international electronics industry. IAR Systems is a silver sponsor for the conference this year and in booth 71-72, the company will demonstrate the advantages of the world’s most widely used high-performance development toolchain IAR Embedded Workbench.

Details about IAR Systems pre-conference seminar and the company’s presence at Embedded Conference Scandinavia are available at www.iar.com/ecskista.

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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.