# Popular development tools from IAR Systems support complete Atmel | SMART MCU and MPU portfolio

**With over 1,400 example projects supporting Atmel's broad portfolio of MCUs and MPUs, IAR Embedded Workbench enables developers to bring their Atmel designs faster time to market**

Uppsala, Sweden—November 13, 2014—IAR Systems®, the world-leading provider of development tools for embedded systems, and Atmel® Corporation, a global leader in microcontroller (MCU) and touch technology solutions, today announced the two companies have extended their partnership to include over 1,400 new example projects in IAR Systems' development tools to support Atmel's entire portfolio of world-class MCUs and MPUs (microprocessors).

Designers using Atmel AVR and Atmel | SMART MCUs and MPUs can now leverage IAR Embedded Workbench®, the leading C/C++ compiler and debugger toolchain, with new example projects to bring their products faster to market. With all the information available to a developer at the start of a project, including over 1,400 new examples from the Atmel Software Framework (ASF) for reference designs across a broad range of applications and Atmel's Xplained Pro family of evaluation boards, this significantly increases developers' productivity.

ASF is a large library of free source code for Atmel | SMART ARM® and AVR devices. ASF minimizes much of the low-level configuration and design required for projects to get off the ground, by providing hardware abstraction with consistent APIs, as well as high-value middleware components designed for evaluation, prototyping, design, and production phases.

"We are committed to providing simple, yet sophisticated tools for our designers' complex development," said Steve Pancoast, Vice President of Development Software and Tools, Atmel Corporation. "Since the introduction of our AVRs in the early 90s, IAR Systems has always been an important partner for us, providing world-class tools to our most demanding users. The integration of our reference application examples into IAR Embedded Workbench will reduce overall time-to-market for developers, enabling them to bring products faster to market."

"High-performance development tools are critical for success in today's advanced embedded systems designs, specifically for the Internet of Things and connectivity markets," said Stefan Skarin, Chief Executive Officer, IAR Systems. "IAR Systems' position is unique in that we are the only commercial vendor able to provide this, as well as our world-class support, across Atmel's entire range of microcontroller architectures."

**IAR Embedded Workbench**

IAR Embedded Workbench® is the leading development toolchain for ARM Cortex-M microcontrollers. In addition to the sophisticated IAR C/C++ Compiler™, the tools include extensive debugging and analysis possibilities, and offer the broadest device support in the industry covering more than 3,000 ARM devices. Thanks to strong partnerships with the leading microcontroller manufacturers, IAR Systems is able to deliver market-leading performance across a wide spectrum of ARM Cortex-M-based processor families. This unique independence allows customers to pick and choose among the different microcontrollers, finding the perfect choice for their needs while feeling confident they will be able to maximize the features of the selected microcontroller.

**Atmel 8- and 32-bit AVR MCUs**

With a unique combination of performance, power efficiency and design flexibility, Atmel's 8- and 32-bit AVR MCUs deliver ease-of-use, low-power consumption and extremely high-levels of integration. Atmel's AVR MCUs complement the Atmel | SMART portfolio of MCUs and MPUs, and are optimized to help designers bring their products faster to market. AVR MCUs offer the industry's most code-efficient architecture for C and assembly programming along with more computing performance and better power efficiency.

**Atmel | SMART**

Atmel® | SMART ARM-based products deliver the platform for intelligent, connected devices in the era of IoT, wireless and energy efficiency. These solutions include embedded processing and connectivity—as well as software and tools, designed to make development faster and more cost-effective to bring the best-in-class products to market. Atmel® | SMART MCUs combine powerful 32-bit ARM cores with industry-leading low-power technology and intelligent peripherals.

**More information**

IAR Embedded Workbench: www.iar.com/ew
Atmel AVR MCUs: www.atmel.com/products/microcontrollers/avr/default.aspx
Atmel | Smart Portfolio: www.atmel.com/products/microcontrollers/arm/default.aspx

### Ends

## IAR Systems Contact

Stefan Skarin, CEO, IAR Systems

Tel: +46 18 16 78 00        E-mail: stefan.skarin@iar.com

## Atmel Contact

Agnes Toan

E-mail: agnes.toan@atmel.com

## 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.

## About Atmel

Atmel Corporation (NASDAQ: ATML) is a worldwide leader in the design and manufacture of microcontrollers, capacitive touch solutions, advanced logic, mixed-signal, nonvolatile memory and radio frequency (RF) components. Leveraging one of the industry's broadest intellectual property (IP) technology portfolios, Atmel is able to provide the electronics industry with intelligent and connected solutions focused on the industrial, consumer, communications, computing and automotive markets.