

Company News

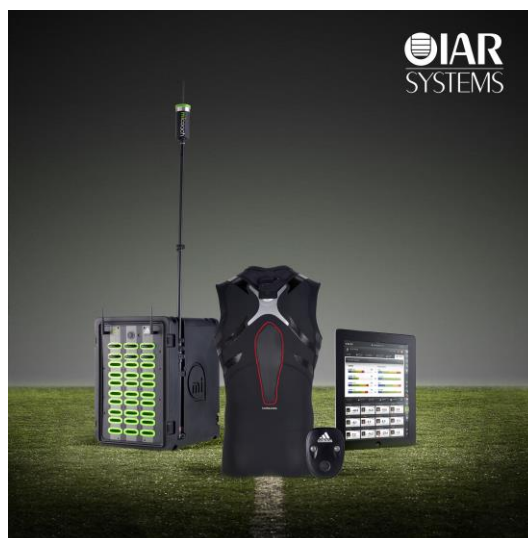
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Tools from IAR Systems selected by adidas for smart personal physiological system

IAR Embedded Workbench used by adidas for development of their popular product miCoach Elite Team System

Embedded World, Nuremberg, Germany—February 24, 2015—IAR Systems® today announces that adidas AG Germany has selected IAR Systems' world-leading tools for development of their product adidas miCoach Elite Team System: an advanced system for monitoring personal physiological data in real time. For several years, adidas has been using the development toolchain IAR Embedded Workbench® for ARM® in different development projects because of its ease of use and high performance.

Products for the Internet of Things and wearables focusing on health are continuously growing in use and popularity. A large trend among these smart products is applications for monitoring personal physiology. The adidas miCoach Elite Team System is the first system of its kind that uses personal physiological data in real time, sending it straight to a coach's tablet on the side-line. The system not only provides real-time insights during training, but tracks total training impact, collects and manages data and is highly portable. The state of the art system measures everything from power, speed and distance to heart rate, acceleration and field position, allowing key insights into player performance and work rate, helping teams achieve and maintain peak physical performance. During the last years, the system has been rolled to several adidas football clubs and federations around the world.



"Many of the most renowned companies from all parts of the world use IAR Systems' software to develop new competitive products, and I am very proud that our tools have helped adidas to develop the smart technology of miCoach Elite Team System," says Stefan Skarin, CEO, IAR Systems. "This is not

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only a proof of our widely spread customer base of 46,000 companies, it also once again shows that our tools help developers worldwide to build a smarter world.”

IAR Embedded Workbench is a complete set of development tools for developing embedded applications. In addition to its sophisticated IAR C/C++ Compiler™, the tools include extensive debugging and analysis possibilities. Thanks to strong partnerships with the leading semiconductor vendors, IAR Systems is able to deliver the broadest device support in the industry covering more than 9,000 devices. 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. More information about the tools is available at www.iar.com/ew.

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Editor's Note: IAR Systems, IAR Embedded Workbench, C-SPY, C-RUN, C-STAT, visualSTATE, Focus on Your Code, IAR KickStart Kit, IAR Experiment!, 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 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.