



## Product News

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# IAR Embedded Workbench enables ultra-low-power development for new MSP432 MCUs from Texas Instruments

**The new ARM Cortex-M4F-based MSP432 MCUs achieve a best-in-class ULPBench score of 167.4 using IAR Embedded Workbench for ARM**

Uppsala, Sweden—March 31, 2015—IAR Systems® is proud to announce early support for the new ARM® Cortex®-M4F-based MSP432™ microcontrollers (MCUs) from Texas Instruments (TI). The support is available in the industry's leading development toolchain IAR Embedded Workbench® for ARM, which enables developers to take full advantage of the ultra-low-power features of MSP432 MCUs, as proven in recent ULPBench™ scores.<sup>1</sup>

TI's MSP432 MCUs are the company's first high-performance 32-bit MSP MCUs and make it possible to develop ultra-low-power embedded applications such as industrial and building automation, industrial sensing, industrial security panels, asset tracking and consumer electronics where both efficient data processing and enhanced low-power operation are essential.

"We are very pleased to have launched our first platform of ultra-low-power MSP432 MCUs with complete IAR Systems support," says Sang Chon, Marketing Manager, MSP Microcontrollers, TI. "The powerful code optimizations in IAR Embedded Workbench for ARM enable truly low-power development for MSP432 MCUs and provide developers with everything they need to design innovative products with reduced overall system cost and design complexity."

"Thanks to strong partnerships with the leading microcontroller manufacturers such as Texas Instruments, IAR Systems is able to deliver market-leading performance across a wide spectrum of ARM Cortex-M-based processor families," says Mats Ullström, Product Director, IAR Systems. "TI's MSP432 MCUs bring new possibilities for applications with high demands on energy efficiency. By using our tools, developers can really benefit from all the ultra-low-power features of these MCUs."

IAR Embedded Workbench for ARM provides the broadest support for ARM devices, in total more than 3,000 devices. The tools include extensive debugging features, including IAR Systems' excellent Power

— more —

Debugging technology that provides developers with information about how the software implementation in an embedded system affects system level power consumption. By coupling source code to power consumption, testing and tuning for power optimization is possible. The tools also feature complex code and data breakpoints, runtime stack analysis, call stack visualization and code coverage analysis, and were recently further enhanced with parallel build functionality as well as integrated static code analysis through the add-on product C-STAT®. More information is available at [www.iar.com/iar-embedded-workbench/arm/](http://www.iar.com/iar-embedded-workbench/arm/).

<sup>1</sup> The ULPBench is an ultra-low power benchmark from the Embedded Microprocessor Benchmark Consortium (EEMBC) that provides a standard way to compare power performance on any MCU, independent of architecture. More information is available at [www.eembc.org/ulpbench/](http://www.eembc.org/ulpbench/).

### Ends

***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](http://www.iar.com).