



## Company News

Date: April 8, 2015

# SEARAN selects IAR Systems as the preferred tools vendor for its low-power Bluetooth solutions

Uppsala, Sweden—April 8, 2015—IAR Systems® has been selected by SEARAN as its preferred tools vendor for integration of the Bluetooth software dotstack™ in embedded applications. Using the world-leading development toolchain IAR Embedded Workbench® together with dotstack, developers are able to take full advantage of all the low-power features of dotstack enabling new possibilities for connected products.

SEARAN LLC is a leader in embedded Bluetooth stack and offers state-of-the-art versatile Bluetooth solutions across various processors, OS, and Bluetooth controllers. SEARAN's software includes Bluetooth and Bluetooth Low Energy protocols, profiles, and code examples. It is designed for low-cost and low-power embedded devices and enables new classes of wireless connected solutions in consumer, medical and industrial applications. Bluetooth SIG compliant and well tested, dotstack has a small footprint, is easy to port and runs on most popular platforms and operating systems.

"IAR Embedded Workbench is well known among our customers as it provides high-performance, user-friendly development tools that offer stronger device support than any other tools on the market," comments Arkady Pittel, President and CEO, SEARAN LLC. "The strength of the product as well as IAR Systems' long presence in the embedded industry and good reputation as a company, are the main reasons for us selecting IAR Embedded Workbench as the recommended toolchain for developers working with our embedded Bluetooth solutions."

"Thanks to powerful code optimization technology, our complete compiler and debugger toolchain IAR Embedded Workbench is able to generate the fastest and most compact code the industry," says Henry Acquafresca, Director US Sales, IAR Systems. "SEARAN's customers can truly rely on our tools when it comes to generating highly efficient code for applications with strong requirements on energy efficiency and connectivity."

IAR Embedded Workbench is a complete set of tools for developing embedded applications. Thanks to a long history of building a powerful development environment for its customers, IAR Systems is the hub

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of a strong ecosystem of partners including RTOS and middleware suppliers, and all leading semiconductor vendors worldwide. These partnerships complement and expand the company's offering, and ensure that of all the existing embedded development tools on the market, IAR Embedded Workbench is the most widely used toolchain for 8-, 16-, and 32-bit processors. More information about the tools is available at [www.iar.com/iar-embedded-workbench/](http://www.iar.com/iar-embedded-workbench/).

### 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).