



Company News

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IAR Systems partners with Renesas Electronics for complete IoT solutions platform

The leading development tools vendor responds to needs for simplified development workflows with high customization possibilities by providing its tools as part of the new Renesas Synergy™ Platform

Uppsala, Sweden—June 17, 2015—As presented by Renesas Electronics, Renesas [Synergy™](#) is a complete embedded development platform designed to simplify the creation of innovative products in the embedded space, particularly for the growing Internet of Things (IoT) market. IAR Systems® now announces that the company, as the only commercial tools vendor, will provide build and debugger tools as part of the new platform. Customers using Renesas Synergy will be able to start product development at a much higher level of abstraction and be able to focus completely on designing innovative and differentiated features for embedded applications and connected devices. Meanwhile, they will benefit from the high-performance code created by the powerful IAR C/C++ Compiler™.

The embedded market is ready for a change. Recent development has been rapid, leading towards more connectivity and globalized development teams. Combined with increased demands for more time-efficient, less costly projects, this trend has created urgent needs for simplified development workflows with high customization possibilities and without geographical limitations. IAR Systems responds to these needs with easy-to-use, integrated and flexible development tools for IoT and other applications. The company now takes its offering to the next level by supplying build and debugger tools as part of a complete all-inclusive solution platform.



“Our strong cooperation with IAR Systems has enabled us to fortify Renesas Synergy with maximum performance and ease of use,” says Ali Sebt, Senior Vice President, Renesas Electronics Corporation. “The days for engineering teams to spend valuable time writing low-level peripheral drivers and complex communication stacks are over. With the Renesas Synergy Platform, we enable them to start designing

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at the software API level without the need to build any baseline functionality. By providing developers with IAR Systems' powerful build tools, we ensure that they are able to deliver differentiated products that perform at the highest capacity.”

“Renesas Synergy will revolutionize the embedded market in the way it exists today, as well as provide a platform for an emerging market segment of connected devices in the Internet of Things,” says Stefan Skarin, CEO, IAR Systems. “Thanks to our technological leadership position and strong brand, we are able to develop strong relationships with both customers and partners. Our successful partnership with Renesas has made us part of this exciting new solution that creates long-term customer value for developers working with IoT and other connected areas. Together, we provide them with simplified development workflows and high customization possibilities, even in global development teams.”

The Renesas Synergy Platform

The Renesas Synergy Platform integrates qualified software with a new family of MCUs and an ecosystem of tools and support options into one scalable and secure platform. As the Renesas Synergy Platform is a fully integrated product and not a set of separately sourced software and hardware components, Renesas provides technical support and licensing for the platform. General availability of the first products in the Renesas Synergy Platform is scheduled for Q4 CY 2015. To learn more, go to www.RenesasSynergy.com.

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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.

IAR Systems Contact

Stefan Skarin, CEO, IAR Systems

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