

Company News

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Pepperl+Fuchs standardizes globally on IAR Systems' development tools

Uppsala, Sweden—May 22, 2012— For their future product development, Pepperl+Fuchs, a leading developer and manufacturer of electronic sensors and components for the global automation market, now fully relies on IAR Embedded Workbench. The globally acting company chose IAR Embedded Workbench for its outstanding flexibility and uses IAR Systems' powerful C/C++ compiler and debugger tool suite for the worldwide development of all products in their two main divisions—factory automation and process automation. In the framework of a new “Enterprise License Agreement” with IAR Systems, Pepperl+Fuchs can now use different IAR Embedded Workbench products according to their selected MCU technology and even transfer the licenses to different development sites worldwide.

“To design our automation components we need a universal tool suite which we can use flexibly in all sectors and at all our sites worldwide – a requirement, which IAR Embedded Workbench meets in all respects”, said Dr.-Ing. Peter Adolphs, Managing Director at Pepperl+Fuchs. “Now our developers from Europe to the Far East have easy-to-use and powerful tools at hand, which help them to work efficiently and to design reliable high quality products.”

“We are very happy that Pepperl+Fuchs has standardized on IAR Embedded Workbench for developing their sensors and automation components“, said Thomas Winkler, Director European Sales at IAR Systems. “Through our individual license agreements we provide for our customers' need for maximized flexibility and for their efforts to optimize development costs.”



IAR Embedded Workbench is a completely integrated development environment for developing, building, and debugging embedded applications with strong requirements on performance and reliability. With more than 100,000 licenses sold worldwide, it is the world's most widely used C/C++ compiler and debugger tool chain for 8-, 16-, and 32-bit MCUs.

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About IAR Systems

IAR Systems is the world's leading supplier of software tools for developing embedded systems applications. The software enables over 14 000 large and small companies to develop premium products based on 8-, 16-, and 32-bit microcontrollers, 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 Pepperl+Fuchs

Pepperl+Fuchs GmbH, Mannheim, founded in 1945, is a leading developer and manufacturer of electronic sensors and components for the global automation market. The company's product portfolio ranges from industrial sensors, rotary encoders, identification systems, barcode and data matrix codes to interfaces, remote I/O systems and fieldbus infrastructure solutions. Pepperl+Fuchs' customers can be found in the mechanical and plant engineering industry, the automotive sector and the materials handling sector as well as the chemical and pharmaceutical industry, oil and gas industry, and the traditional and regenerative energy generation.

Pepperl+Fuchs has 5,200 employees worldwide, and is represented by more than 30 subsidiaries worldwide, with own production sites in Germany, USA, Singapore, Hungary, India, Indonesia and Vietnam.

For more information on Pepperl+Fuchs, please go to www.pepperl-fuchs.com

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