

## Company News

Date: September 3, 2012

# IAR Systems enforces presence in France with new legal entity

Uppsala, Sweden—September 3, 2012—For several years, IAR Systems® has been serving the French market with a representative office. Having built up a steady relationship with a huge customer base in France, including several global players, IAR Systems now proves their commitment to the embedded community in France by setting up a new legal entity: IAR Systems SARL (Société à responsabilité limitée), still located in Courtaboeuf Cedex Southwest of Paris, is now the first place to go for customers in France.

IAR Systems SARL is not only a regional sales channel, but also the direct interface to IAR Systems' world-wide acknowledged support. "With IAR Systems SARL we are now able to better serve the French embedded market", said Thomas Winkler, Director European Sales for IAR Systems. "We see the huge technological potential of this region with outstanding solution-oriented embedded developers. They need us as a reliable tools partner who can offer them the best tools for their design projects and who is easily available for first-class technical support."

IAR Systems' flagship product IAR Embedded Workbench® offers embedded systems developers a completely integrated development environment for developing, building, and debugging embedded applications with strong requirements on performance and reliability. It is the world's most widely used C/C++ compiler and debugger tool chain for 8-, 16-, and 32-bit MCUs. IAR Embedded Workbench supports more than 2,000 ARM® devices, which is more than any other embedded development tools vendor. It also supports ten MCU families including more than 4,000 devices from Renesas, and at the same time is the world-leading embedded development tool suite for Texas Instruments' ultra-low-power 16-bit MSP430 microcontroller family.

Presently, the team of IAR Systems SARL is being led by Franck Vancoellie, Field Application Engineer, and Bénédicte Bissey-Yassa, Inside Sales.

More information about IAR Systems and the IAR Embedded Workbench is available at [www.iar.com](http://www.iar.com).

IAR Systems in France:

IAR Systems SARL

15, Avenue de Norvege

91978 COURTABOEUF Cedex

Visiting address: Parc de Courtaboeuf, 91140 VILLEBON SUR YVETTE

Phone: +33 1 6092 3872, Fax: +33 1 6092 3873, E-mail: [info@iar.com](mailto:info@iar.com)

### Ends

***Editor's Note:** IAR Systems, IAR Embedded Workbench, C-SPY, visualSTATE, The Code to Success, IAR KickStart Kit, I-jet, IAR and the logotype of IAR Systems are trademarks or registered trademarks owned by IAR Systems AB. All other products are trademarks of their respective owners.*

#### IAR Systems Contact

Fredrik Medin, Marketing Director, IAR Systems

Tel: +46 18 16 78 00      E-mail: [fredrik.medin@iar.com](mailto:fredrik.medin@iar.com)

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