

Company News

Date: Oct. 16, 2012

IAR Systems showcases latest compiler and debugger developments at ARM TechCon

IAR Systems CEO Stefan Skarin kicks off a full day of in-depth technical sessions for developers

Uppsala, Sweden—October 16, 2012—IAR Systems®, who offers the world's broadest support for ARM® architectures with software development tools for more than 2000 ARM-based processors, announced in-depth technical sessions, technology demonstrations, and new product announcements at the upcoming ARM TechCon™ 2012. Product announcements include added debugging functionality and new possibilities for integration.

Developers can get a first-hand opportunity to see how new products work in demonstrations in the IAR Systems booth (#612) in the Santa Clara Convention Center from October 31 through November 1. IAR Systems will demonstrate new debug capabilities and integrations with the latest version of IAR Embedded Workbench® for ARM.

In addition, IAR Systems hosts a full day of technical sessions on optimizing ARM technology on Wednesday, Oct. 31 in Room 206. The classes will focus on:

- Session 1a: IAR Systems today and tomorrow 10:30am – 10:50am
CEO Stefan Skarin highlighting industry trends and IAR Systems commitment to meeting embedded industry needs
- Session 2: I-jet Unleashed—Power, debug, and trace technology 11:30am – 12:20pm
Power debugging techniques, performance tuning, and real-time trace capture
- Session 3: Mastering stack and heap for system reliability 1:30pm – 2:20pm
Stack/heap design & debug techniques for reliable memory management and stable systems
- Session 4: Keeping safe at C 2:30pm – 3:20pm
MISRA C coding guidelines and IEC 61508 safety standard neutralize C's inherent dangers
- Session 5: Getting the least out of your C compiler 3:30pm – 4:20pm
Compiler techniques to minimize footprint and shape the most efficient application code

Full description of each session is available on: <http://www.iar.com/en/IAR/ARM-TechCon-2012/>.

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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