

## Company News

Date: February 26, 2013

# Softing Industrial Automation standardizes on IAR Systems' embedded development tools

Munich, Germany/Uppsala, Sweden—February 26, 2013—When it comes to designing communication modules, Softing Industrial Automation, a world leading provider of industrial communication products and technologies for manufacturing and process automation, continues to rely on embedded development tools from IAR Systems®. The recently signed enterprise agreement allows Softing's development teams to flexibly shift licenses between their sites in Germany and Romania. They also gain high flexibility when it comes to the choice of platform, as the comprehensive IAR Embedded Workbench® supports more than 7,800 MCUs within different architectures.

"We have been working with IAR Systems' tools for several years now and are convinced of the high quality and reliability of the generated code," said Thomas Rummel, Director of Development at Softing Industrial Automation. "Standardizing on IAR Embedded Workbench offers us flexibility when distributing licenses, but also when choosing from different versions when we want to use another platform for our new and existing products. Our designers can continue to use their familiar tools and reuse working code without loss. This saves us development time and helps us keep the innovation cycle of our portfolio short, in spite of increasing system requirements."

For its products, Softing Industrial Automation—just like IAR Systems for their tools—put huge emphasis on user-friendliness, high availability and cost efficiency. E.g. for these products, which were designed with the IAR Embedded Workbench: The [Fieldbus Kit FBK-2](#), a communications board specifically designed to significantly simplify the development of a Foundation fieldbus H1 field device, the [FFusb Interface](#) for direct access to Foundation fieldbus H1 segments, the compact [WD-H WirelessHART Modul](#) which allows device manufacturers an easy integration of WirelessHART into existing or new field devices, as well as the powerful [Profibus-Tester 4 \(BC-600-PB\)](#) for extensive testing of PROFIBUS segments during operation.

By choosing IAR Embedded Workbench, Softing Industrial Automation shows trust in IAR Embedded Workbench, the world-leading tool suite for developing 8-, 16-, and 32-bit MCUs. Its high performance C/C++ compiler and efficient debugger offer reliable performance in a fully integrated environment to develop and debug embedded applications.

— more —

Information and free evaluation licenses of IAR Embedded Workbench are available at [www.iar.com/ew](http://www.iar.com/ew).  
See more information on the advantages of embedded standardization at [www.iar.com/standardization](http://www.iar.com/standardization).

### 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 Softing Industrial Automation

Softing Industrial Automation is a world leading provider of industrial communication products and technologies for manufacturing and process automation. Our products are tailored to the requirements of system integrators, device vendors, machine and equipment manufacturers or end users and are known for its ease of use and functional advantages. More information about Softing Industrial Automation at [www.softing.com](http://www.softing.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).