

Company News

IAR Systems' innovative power debugging technology nominated for Électron d'Or 2011

Uppsala, Sweden—May 19, 2011—IAR Systems today announced that it was selected a finalist for the 'Électron d'Or 2011' award by French magazine ÉlectroniqueS. IAR Systems was nominated because of its Power Debugging technology in IAR Embedded Workbench®. With the Power Debugging technology feature created by IAR Systems developers can monitor the power consumption during program execution, and thanks to correlation with the source code, can find out how power consumption is affected by code statements. IAR Embedded Workbench integrates Power Debugging in the code writing process, allowing the user to develop low-power software from the very beginning.

"We are delighted that our power debugging technology has received the attention of the technical editorial staff of ÉlectroniqueS" says Thomas Winkler, EMEA Sales Director, IAR Systems. "With IAR Embedded Workbench, it is possible to monitor the power consumption of individual applications and fine tune the source code accordingly. This becomes increasingly important to our customers, particularly for manufacturers of battery-operated devices but also in many other sectors."

The winner of Électron d'Or 2011 will be announced in Paris on June 16th.

For more information about IAR Systems' power debugging technology, visit:

www.powerdebugging.com

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About IAR Systems

IAR Systems is the world's leading supplier of software tools for embedded systems that enable 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 and automotive products. IAR Systems has an extensive network of partners and cooperates with the world's leading semiconductor vendors. Established in 1983, IAR Systems is part of the Intoi Group since 2005. For more information, please visit www.iar.com.