

Product News

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Growth Seen in Standardization for IAR Embedded Workbench Among Freescale Kinetis™ Adopters

Uppsala, Sweden—June 22, 2011— IAR Systems®, the world leading vendor of development tools for ARM®, has seen an increase of Freescale Kinetis™ Microcontroller (MCU) customers that standardize on IAR Embedded Workbench® for all of their selected Freescale architectures.

Being the first development tools provider to support Freescale's new ARM Cortex-M4 families in 2010, IAR Systems is today the prime supplier of embedded tools for the Kinetis family. IAR Embedded Workbench, the company flagship, is renowned for its quality with the strongest standard compliance in combination with smallest footprint and high speed. It has today more than 2,500 example projects as well as integration to the Freescale MQX™ Software Solutions.

Furthermore, the support for 26 different architectures and one of the broadest tools offerings for Freescale MCUs covering Kinetis, i.MX, ColdFire®, S08 and HCS12 gives the company another unique position in the embedded market. A position that has been recognized by Freescale Kinetis adopters.

“With the announcement of Freescale’s Kinetis MCU family based on the ARM Cortex-M4, we are seeing increased interest in IAR Systems’ development tools. Many developers are interested in standardizing on IAR Systems’ tools due to comprehensive support and the independence to migrate between Freescale architectures,” said Geoff Lees, Vice President of Freescale’s Industrial and Multi-Market MCU business. “We see continued demand from our customers to reduce development time. IAR’s broad portfolio support for our Freescale MQX enablement platform, helps to make rapid software development a reality.”

To encourage this movement, IAR Systems plan for a series of marketing events and activities targeting Freescale MCU Kinetis users. As the starting point IAR Systems announces a very attractive campaign at FTF in San Antonio, Texas. Customers purchasing one license of IAR Embedded Workbench for ARM before Sept. 30, 2011 will get another license of IAR Embedded Workbench for ColdFire products for FREE. The bundle includes a comprehensive set of project examples for both ARM and ColdFire MCUs, as well as a migration guide.

"We are 100% committed to the current and future ARM product roadmap. 32-bit Kinetis MCUs represent the most scalable portfolio of ARM Cortex-M4 MCUs in the industry and this makes them very attractive on the market. At the same time, we also see an increasing interest in standardizing on IAR Embedded Workbench," said Stefan Skarin, CEO at IAR Systems. "Standardizing on one tool chain simplifies a smooth migration between architectures and this has become increasingly important to get a faster return on investment and shorter development cycles with simplified reuse of development. With IAR Embedded Workbench our customers can move freely between 8-, 16-, and 32-bit projects."

Information:

32-bit Kinetis MCUs represent the most scalable portfolio of ARM Cortex-M4 MCUs in the industry. The first phase of the portfolio consist of five MCU families with over 200 pin-, peripheral- and software compatible devices with outstanding performance, memory and feature scalability.

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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