

Company News

Date: February 9, 2012

IAR Systems extends its geographical reach in Asia with the opening of an office in Korea

Uppsala, Sweden—February 9, 2012—Today, IAR Systems opens an office in Seoul, South Korea, to improve service to existing and new customers. The office will extend IAR Systems' global services on the Korean market, supplying functions such as sales, technical support, sales administration, and logistics.

The manager of the new office is Chul-Won Kim. Chul-Won has extensive experience from the embedded market, and has previously acted as Senior Sales Manager for NVIDIA, and Samsung Electronics.

IAR Systems has been represented in Korea for 17 years through distributors, and a result of that has many local customers, increasing the demands on the local presence of IAR Systems.

"We are very happy to see how well our business is developing in Asia," says Stefan Skarin, CEO of IAR Systems. "For several years, our business has developed extremely well in Japan. This is thanks to our local presence, which enables us to build strong relationships with our customers. We are continuously focused on serving our customers where needed, and we now see a strong increase of demand in Korea, resulting from the fact that we have many important customers and partners there. With our representation, I am confident we will serve our customers better, and also grow with the potential we are seeing in the Korean market."

IAR Systems' corporate headquarters are located in Sweden and the company now has sales and support offices in the United States, Japan, China, Germany, the United Kingdom, France, Brazil, and Korea. In addition, IAR Systems is represented by distributors in some 25 additional countries.

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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