

SELECTING AN EMBEDDED RTOS



FEATURED INTERVIEW:

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IAR SYSTEMS - RTOS PRODUCTS & SERVICES, 2009

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Q. First of all, tell us a little bit about yourself and your responsibilities at IAR Systems.

A. I am the product manager of *IAR PowerPac*. I have a Master of Science in Engineering Physics from Uppsala University, and have worked at IAR Systems as a product manager since 1999. Prior to this I have 10 years of experience from embedded systems programming working for Biacore as a software developer and at Styrex as a consultant.

Q. If you would, please give us a very brief, bulleted outline of your products. What sorts of real-time operating systems (RTOSes), tools, and/or services does your company offer?

A. *IAR PowerPac* is a fully-featured real-time operating system (RTOS) combined with a high performance file system.

IAR PowerPac USB device stack

IAR PowerPac TCP/IP protocol stack

IAR Embedded Workbench

IAR visualSTATE

IAR KickStart kits, completely integrated kits for development of embedded applications.

Q. What is IAR Systems “unique value proposition” for the embedded systems engineer or programmer who is considering an embedded RTOS? What do you and your products do to help him get his product to market faster, cheaper, better?

A. IAR Systems offers one-stop-shopping for embedded development tools—RTOS and middleware components integrate seamlessly with *IAR Embedded Workbench* and provide a complete development environment even for the most complex applications. All of this eliminates the need for tool and software integration and shortens the total development time and cost.

Unique things with *IAR PowerPac* are:

1. Low-risk business model with its site-license structure.

2. Pre-integrated solution for *IAR Embedded Workbench* customers
3. Easy to get started
4. Small footprint and RTOS debug awareness
5. Availability of communication stacks
5. High quality products
6. Excellent and local technical support

Q. How are you different as a company from competitors? What sets your products apart from those of other RTOS companies?

- A. 1. One-stop-shopping for our customers
 2. Support of the complete solution
 3. Pre-integrated solution throughout the complete development chain

Q. What embedded architectures do you support - e.g., Intel architecture, MIPS, ARM, PowerPC, etc.?

- A. *IAR PowerPac* is available for ARM, ColdFire, and MSP430. *IAR Embedded Workbench* supports around 30 different architectures.

Q. What additional software do you offer such as networking, file systems, TCP/IP, security, IDE, GUIs etc.? What about development tools? Are there particular partnerships with other software companies that are especially helpful?

- A. The *IAR PowerPac* product family includes a flash file system, a USB device stack and a TCP/IP protocol stack. During the first half of 2009 we will add a USB Host stack and a graphics library.

IAR Systems also provide *IAR Embedded Workbench* a complete set of development tools for building and debugging embedded system applications and *IAR visualSTATE* a set of highly sophisticated and easy-to-use development tools for designing, testing and implementing embedded applications based on state machines.

IAR Systems have a very broad third party network covering RTOS and middleware vendors, debug tool vendors and others. The open architecture of *IAR Embedded Workbench* opens up the possibility for integration onto our development platform. IAR Systems is today a distributor of Micrium and Sciopta.

Q. How are your products sold? What is a typical fee arrangement? Is it royalty free? Per unit royalty?

- A. *IAR PowerPac* is licensed in a similar way to that of *IAR Embedded Workbench*. In addition to a single-user license and network license, with an option to include source code, IAR Systems is also introducing the concept of a group license suitable for development teams of up to 20 developers, and a site license for an unlimited number of developers per site. In addition to the license fee there are no royalties or fees connected to projects, end-user products/product families or production volume. This makes

investing in *IAR PowerPac* a truly low risk-licensing model, since all associated licensing costs are known in advance.

Q. Finally, what sort of “try before buy” experiences does your company offer? Are there free demo downloads, webinars, seminars? What web URL’s can you point us to for more information?

A. IAR Systems provide a number of “try before you buy” options. The *IAR Kickstart Kits* provides completely integrated kits for development of embedded applications. Each kit contains a development board, software development tools, RTOS, middleware, example projects and a hardware debug probe or emulator.

We also provide evaluation version of all our software products, *IAR Embedded Workbench*, *IAR PowerPac* and *IAR visualSTATE*. The evaluation version is either a full version of the product that can be evaluated during a limited time period or a size limited version without time limit.

All evaluation versions and more information about our products are available for download from our web site. www.iar.com.

IAR Systems arrange webinars on a regular basis and we give seminars and trainings at shows and conferences. These events cover product overviews and getting started as well as more in depth trainings and technically more advanced sessions.

Q. Thank you for this product interview.