



iSYSTEM launches Social Media Press Office for embedded community

Interactive platform to engage partners, customers and developers

Schwabhausen, 02. March 2009 – The pioneer for emulation and debug technologies, iSYSTEM will launch into blogging, setting up the first dedicated social media press office (SMPO) for the embedded community. The SMPO (<http://embedded.typepad.com>) will go live at this year's embedded world 2009, taking place in Nuremberg, March 3-5, 2009.

The blog will provide an interactive platform for the international embedded community to get the most out of development and testing. Next to showcasing high quality, modular and easy to use products and services, iSYSTEM is committed to talk about technological challenges and involve partners, customers and developers in a lively discussion about issues and themes that drive the embedded industry. Further features include photography and video streams, links to other sites and other social media bits to get engaged in. More features will be added over time.

The blog will be testament of the company's vision to easily enable developers and testers to use embedded development and test tools within the complete development process. It will also be evidence of iSYSTEM's mission to develop and produce development and test tools for real-time embedded applications.

iSYSTEM delivers unique services and technology to the embedded community – and continues to add exceptional and innovative functionalities such as this blog.

About iSYSTEM

As your technological partner iSYSTEM offers expert knowledge based on more than 23 years of experience with embedded systems. We are pioneers in emulation and debug technology for 8-/16-/32-bit microcontroller architectures and FPGA based emulator hardware tools and fulfill our obligation for an efficient, secure and fast development of your embedded systems application.

iSYSTEM specializes in embedded development and test tools, supports customers with their embedded projects and provides professional services. Our vision is to easily enable developers and testers to use embedded development and test tools within the complete development process. The development environment is easy to learn and to use, and open interfaces allow for the flexible integration and application of the iSYSTEM solutions in the entire development process.

iSYSTEM has positioned itself as a leading tool partner in technologically demanding areas of the electronics industry. The majority of the renowned manufacturers of car electronics, embedded aerospace and defense technology, medical, and safety as well as consumer electronics belong to our list of satisfied customers. To achieve an optimal integration of development tools, iSYSTEM maintains close relationships with semiconductor, compiler, RTOS and test tool vendors. The majority of iSYSTEM products present a link between the embedded system and the host PC. Dependent on the CPU architecture an in-circuit emulator, an on-chip debugger, an on-chip debugger plus trace tool or an external bus analyzer can be used. The modular design allows the subsequent use of iSYSTEM products in other configurations. iSYSTEM tools support more than 50 different CPU architectures, 1800 microcontrollers and 150 compilers. Beside our own product line we distribute code analysis and test automation tools from LDRA.



For more information, please visit www.isystem.com or <http://embedded.typepad.com>

Press Contact:

iSYSTEM AG

Erol Simsek

Phone: +49 8138 / 6971-56

E-Mail: erol.simsek@isystem.com

Twitter: Es17

Hotwire

Saskia Stolper

Phone: +49 69 / 25 66 93-50

E-Mail: saskia.stolper@hotwirepr.com

Twitter: Sas05

###