

## **Press Release**

**From:** Phaedrus Systems  
**Topic:** Imperial College Robotics society  
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**For Immediate use.**

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Backing tomorrow's engineers

*London, 8th February 2010:* Phaedrus Systems and IAR Systems have joined together to sponsor the Imperial College Robotics Society (ICRS) Robo-Tracer Competition. The sponsorship provides the teams at Imperial with copies of IAR Embedded Workbench integrated development environment, IAR KickStart Kits (a development kit), IAR J-link debug probes, IAR visualSTATE graphical development environments, IAR compilers and cash for additional equipment. Total sponsorship is worth around £15,000.

"Today's students are tomorrow's engineers," said Chris Hills CTO of Phaedrus Systems. "ICRS is the students choosing to extend their education with practical skills, in their own time. We are delighted to give ICRS a flying start."

"It is a nice opportunity to be able to help ICRS with the tools they need to develop high performance problem solving robots," said Edward Gibbins, UK Area Manager for IAR. "Additionally it was rewarding to understand the innovative solutions and approaches that Harry and the ICRS team have used to conquer engineering problems."

"We want to thank Phaedrus Systems and IAR," said Harry Eakins, founder of ICRS. "When they brought down the gear it was a great afternoon with some interesting discussion. We are all now anticipating a great start to ICRS's first year."

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Photos, with captions, are available at Phaedrus Systems web site:  
[www.phaedsys.co/information/academic/icrs.html](http://www.phaedsys.co/information/academic/icrs.html)

**For more information, please contact**

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More on ICRS at <http://www.icrobotics.co.uk/>

### **About Phaedrus Systems**

Phaedrus Systems Limited is the UK's leading specialist in the support of engineers at all stages of embedded safety-critical and high-integrity projects. The company is IAR's distributor in the UK. Other tools available include requirements capture for IEC 61508, EN 50128 and nuclear applications; requirements tracking and competency tools; estimation software; SIL3 RTOS; hi-rel embedded database; compiler validation reports and reliability/failure software. Consultants have experience working on automotive, rail and aerospace applications, meeting standards such as IEC 61508 SIL4, and D0178B. Backing these is a wide range of other relevant embedded tools.

Independent advice is strengthened by the company's founder being an active participant in several standards bodies, including ISO C, C++ and IEC 61508-3, and a principal author of MISRA-C:2004. Phaedrus Systems is based in Tamworth, Staffordshire. More information is available on the website [www.phaedsys.com](http://www.phaedsys.com)

### **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 Into.i Group since 2005. For more information, please visit [www.iar.com](http://www.iar.com).