

VDC Research Selects LDRA's Tool Suite 9.5 for the Embeddy Award

Test and Verification Company Awarded With Best of Show at Embedded Systems Conference '15!

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VDC Research (VDC), the leading market intelligence and advisory firm for the connected world, announces that LDRA's Tool Suite 9.5 was selected as the winner of the annual Embeddy Award at ESC Silicon Valley. The Best in Show award was presented to LDRA on stage in conjunction with the ACE Awards, given by EETimes and EDN.

The award winner was chosen from among the embedded technology innovations announced at ESC.

André Girard, VDC Research's Senior Analyst of IoT & Embedded Technologies, commented, "In the 9.5 release, LDRA further extended performance of the LDRA tool suite by improving Linux support and by introducing a clear "Uniview" function to help visualize software components and development artifacts. But since advances in functionality are less valuable if the solution is hard to use, we feel advances to both functionality and usability in this release of the LDRA tool suite are particularly important."

"The demand for functional safety and security continues to increase across many industries," noted Jim McElroy, spokesperson and VP of Marketing for LDRA. "LDRA's long-standing experience in providing functional safety technologies enables us to assist our silicon and RTOS partners and our customers in producing high-assurance applications. We are honored that VDC has recognized our contribution in automating and easing the path to verification for the functional safety markets."

VDC created and named the Embeddy to highlight companies bringing important advances in the embedded software and hardware industries. The Embeddy is awarded for the most cutting-edge product or service for embedded software developers and system engineers.

About LDRA

For more than forty years, LDRA has developed and driven the market for software that automates code analysis and software testing for safety-, mission-, security-, and business-critical markets. Working for clients to achieve early error identification and full compliance with industry standards, LDRA traces requirements through static and dynamic analysis to unit testing and verification for a wide variety of hardware and software platforms. Boasting a worldwide presence, LDRA



is headquartered in the United Kingdom with subsidiaries in the United States and India coupled with an extensive distributor network. For more information on the LDRA tool suite, please visit www.idra.com.

About VDC Research

Founded in 1971, VDC Research provides in-depth insights to technology vendors, end users, and investors across the globe. As a market research and consulting firm, VDC's coverage of IoT and embedded technologies, AutoID, enterprise mobility, and industrial automation is among the most advanced in the industry, helping our clients make critical decisions with confidence. Offering syndicated reports and custom consultation, our methodologies consistently provide accurate forecasts and unmatched thought leadership for deeply technical markets. Located in Natick, Massachusetts, VDC prides itself on its close personal relationships with clients, delivering an attention to detail and a unique perspective that is second to none. For more information, go to www.vdcresearch.com.