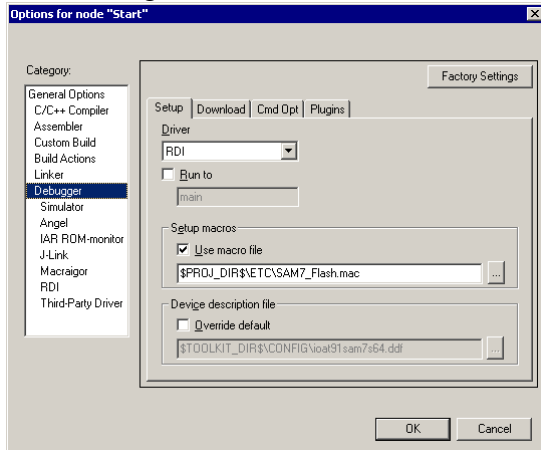Settings for AT91 SAM7S64 and IAR

Double click the workspace file.
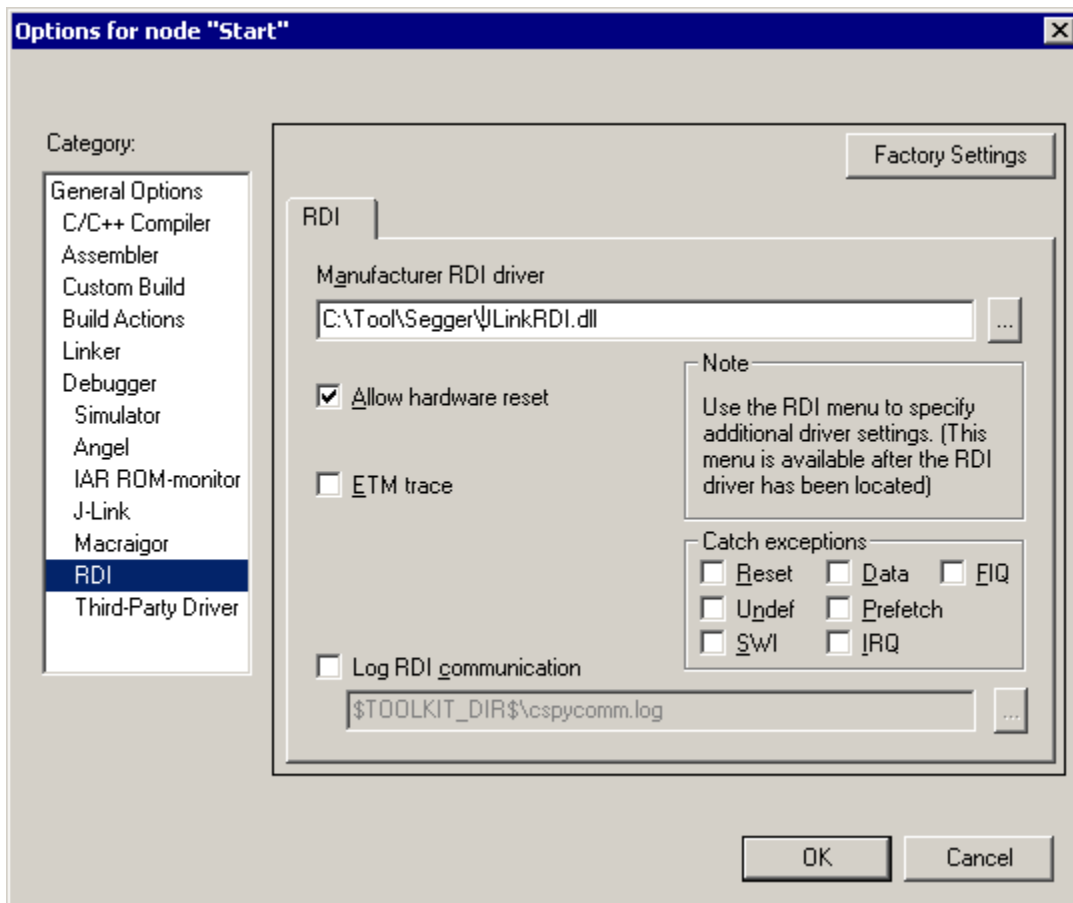Select "FlashDebug" Config.
Make sure settings are as shown below:

IAR Settings

Browse to your RDI DLL:

J-Link RDI Setting

Select Menu point RDI|Configure and make sure the settings are as shown below.