SEGGER opens China office

Monheim am Rhein, Germany – November 25rd, 2020

SEGGER announces the opening of its sales and support office in China. The operation marks the launch of a growth strategy for China while also acknowledging that China has already become a very important market for the embedded world.

SEGGER will continue to work with its local distribution partners and the network it has set up over many years. Customers will now have support and technical expertise available in their own language and time zones.

"This is an important milestone for us and also demonstrates our commitment to China," says Rolf Segger, Founder of SEGGER. "We have many great products, that are perfect for RISC-V and the Chinese market in general. I am glad we convinced Lionheart Chen to head the operation. Lionheart is the ideal person to grow the SEGGER brand, side by side with our local distribution partners."

"I'm very excited to start working more closely with our silicon partners as well as our customers in China," says Lionheart Chen of SEGGER China. "In providing an IDE (Embedded Studio), Debugger & Trace Probes (J-Link), Flasher / In-Circuit Programmers, RTOS and other Software Libraries / Middleware we offer a complete solution for development and production. With SEGGER tools, it simply works!"

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About SEGGER

SEGGER Microcontroller has over twenty-five years of experience in Embedded Computer Systems, producing state-of-the-art software libraries, and offering a full set of hardware tools (for development and production) and software tools.

SEGGER provides an RTOS plus a complete spectrum of software libraries including communication, security, data compression and storage, user interface software and more. Using SEGGER software libraries gives developers a head start, benefiting from decades of experience in the industry.

SEGGER's professional software libraries and tools for Embedded System development are designed for simple usage and are optimized for the requirements imposed by resource-constrained embedded systems. The company also supports the entire development process with affordable, high-quality, flexible, easy-to-use tools.

The company was founded by Rolf Segger in 1992, is privately held, and is growing steadily. SEGGER also has a U.S. office in the Boston area and branch operations in Silicon Valley and the UK, plus distributors on most continents, making SEGGER's full product range available worldwide.

Why SEGGER?

In short, SEGGER has a full set of tools for embedded systems, offers support through the entire development process, and has decades of experience as the Embedded Experts.

In addition, SEGGER software is not covered by an open-source or required-attribution license and can be integrated in any commercial or proprietary product, without the obligation to disclose the combined source.

Finally, SEGGER offers stability in an often volatile industry making SEGGER a very reliable partner for long-term relationships.

For additional information please visit: www.segger.com

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