SEGGER and Geehy partner to fully support the APM32 series MCU

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As part of a partnership with Geehy Semiconductor, SEGGER's J-Link debug probes, as well as its family of Flasher in-circuit programmers, fully support the Geehy Polaris APM32 series MCU. Geehy and their customers now enjoy the benefits of J-Link Prime with these devices being supported right out of the box.

"It is a great honor to cooperate with SEGGER," said Evan Wang, executive VP of Geehy. "Now all of our APM32 series MCUs are fully supported by SEGGER's family of J-Link debug probes. This opportunity helps us to better serve our domestic and international customers and to support engineers in developing embedded systems quickly and easily."

"We are thrilled to partner with Geehy, making the most of their high-performance industrial and automotive-grade MCUs," says Ivo Geilenbruegge, Managing Director of SEGGER. "With J-Link Prime, SEGGER makes sure that J-Links and Flashers deliver the best performance possible for debugging and flash programming all APM32 devices. We are looking forward to expanding our partnership with Geehy in the years to come."

For more information on J-Link Prime and what SEGGER can do for silicon vendors, see SEGGER's Silicon Vendor Resource Center.

For more information about Flasher, please visit:
https://www.segger.com/products/flasher-in-circuit-programmer/

About J-Link

SEGGER J-Links are the most widely used line of debug probes on the market. They provide an unparalleled debug experience using capabilities fine-tuned for software development and production.

Features include high performance flashloaders, up to 4 MB/s download speed, and the ability to set an unlimited number of breakpoints in the flash memory of MCUs.

J-Link can be used by all major IDEs, from free Eclipse-based ones (directly or via GDB) up to commercial ones, including SEGGER Embedded Studio.

With features such as Real-Time Transfer (RTT) for interactive user I/O in embedded applications, and High Speed Sampling (HSS) for data acquisition, J-Link is a key component of many third-party utilities that provide real time system tracing and inspection.

With J-Link come many utilities such as the [J-Link GDB Server](#) and [J-Scope](#) for real-time data visualization as well as [J-Flash](#), a production-grade programming software, and [Ozone](#), the J-Link debugger ([J-Link PLUS](#) or higher required).

J-Link comes with free software and firmware updates. All supported devices can be used without the need to buy an additional license. No hidden costs. No future costs.

J-Link debug probes, with their outstanding performance, robustness, and ease of use are the market-leading debug probes today.

They simply work!

For additional information about J-Link, please visit:

https://www.segger/products/debug-probes/j-link

About APM32 series MCU

The APM32 series industrial and automotive-grade MCUs with high performance, high integration, high reliability and low power consumption are widely used in automotive electronics, industrial control, high-end consumer electronics, smart home, intelligent energy, communication facilities, and other fields with high requirements for safety and reliability.

Based on Arm® Cortex®-M0+/M3/M4 cores, the APM32 series MCUs come with powerful computing performance and enhanced storage space, as well as rich co-processing functions and flexible user experience.

Having certified IEC61508 SIL3 and AEC-Q100, it meets the requirements of high-reliability standards for industrial control and automotive chips. In addition, the series supports fast porting, helping users to shorten product design time, reduce R&D costs and optimize product performance.

About Geehy

Geehy Semiconductor is an IC design company dedicated to developing industrial and automotive grade microprocessors, mixed-signal analog ICs and SoCs. Its parent company is Ninestar Corporation (002180. SZ). With 20 years of IC design experience and embedded system capability, the Geehy team can provide customers with core and reliable chip products that enable accurate sensing, secure transmission, and real-time control, helping them to expand in smart home, high-end consumer electronics, automotive electronics, industrial controls, and intelligent energy. With technology innovation to accelerate industrial upgrading, it now has six R&D centers (Zhuhai, Shanghai, Hangzhou, Chengdu, Zhengzhou, and North Carolina, USA), several R&D cooperation bases, an advanced R&D team of over 530 engineers, and a complete encryption engine platform. To drive industrial innovation and continuously create value for customers, Geehy aspires to become a leading international IC design company.

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About SEGGER

SEGGER Microcontroller GmbH has three decades of experience in Embedded Systems, producing cutting-edge [RTOS and Software Libraries](#), J-Link and J-Trace

debug and trace probes, a line of Flasher In-System Programmers and software development tools.

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

SEGGER's professional embedded development software and tools are simple in design, optimized for embedded systems, and support the entire embedded system development process through affordable, high-quality, flexible and 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, Shanghai and the UK, plus distributors on most continents, making SEGGER's full product range available worldwide.

For more information on SEGGER, please visit www.segger.com.

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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