

SEGGER establishes programming-support partnership with Winbond Electronics Corporation

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Effective immediately, SEGGER programming support is available for selected SPI flash-memory devices from Winbond Electronics Corporation. SEGGER's highly regarded [J-Link](#) and [Flasher](#) product lines are now fully compatible with Winbond's high-performance W25H, W25Q, and W25X SpiFlash® multi-input/-output (I/O) serial-flash-memory-unit families.

J-Link and Flasher devices can program flash memories directly via SPI or indirectly via an attached microcontroller. When developing firmware stored on these memories, J-Link debug-probe support ensures reliable and fast programming. Additionally, the Flasher family of professional in-system programmers ensures consistency and speed in production programming.

Winbond customers also have access to SEGGER's complete development ecosystem. This includes cutting-edge software libraries (such as emFile) for data storage, compression, connectivity, security, and the Internet of Things.

Founded in 1987, Winbond is a leading manufacturer of semiconductors and integrated circuits, including dynamic and static random-access memory (DRAM and SRAM, respectively), serial flash technology, microcontrollers, and Super I/O chips. Winbond also has a DRAM product group focused on mobile technologies and specialty DRAM.

"Partnering with SEGGER brings significant value to our customers," explains Jackson Huang, Flash Product Marketing Executive, Winbond. "With J-Link and Flasher support for our W25H, W25Q, and W25X SpiFlash® families, designers can seamlessly transition from development to production, and benefit from high-performance flash programming during manufacturing."

"Winbond is a strong partner for us," says Dirk Akemann, Head of Technical Marketing, SEGGER. "Our comprehensive product palette offers cutting-edge, proven, and reliable solutions that are an ideal match for the production-related demands of a global supplier like Winbond."

SEGGER's J-Links are the tools of choice for many developers around the world. Known for their speed, reliability, and versatility, the probes offer download speeds



of up to 4 MB/s, the ability to set an unlimited number of breakpoints in microcontroller flash memories, SEGGER's [Real Time Transfer \(RTT\) technology](#), and much more. Their ease of use makes them suitable for any user — from the professional commercial developer to the hobbyist.

SEGGER Flashers are at the heart of modern electronics manufacturing around the world, delivering robust and scalable solutions for every programming need. Flasher is at home almost anywhere — from challenging service environments to mass production.

A complete list of supported devices for J-Link and J-Trace is available [here](#), and for Flasher [here](#).

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About SEGGER

Founded in 1992, SEGGER Microcontroller GmbH has over 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 and a complete spectrum of software libraries for, among other things, communication, security, data compression and storage, user-interface software, and more. emPower OS gives developers a head start, allowing them to benefit from decades of experience in the embedded 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 with their affordability, high quality, flexibility, and ease of use.

SEGGER, with headquarters in Monheim am Rhein, Germany, also has an office in Boston, Massachusetts, United States, and branch operations in Silicon Valley, California, United States; Shanghai, China; and the United Kingdom. With distributors on most continents, SEGGER's full product range is 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 throughout the entire development process, and has decades of experience. We are The Embedded Experts.

Furthermore, SEGGER software is not covered by an open-source or attribution license, and it can be integrated into any commercial or proprietary product — with

no obligation to disclose the combined source. SEGGER offers stability in an often-volatile industry, making it a highly reliable partner for long-term relationships.

For additional information, please visit www.segger.com.

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