SEGGER announces Top-Speed Guarantee for Flasher in-system programmers

Monheim am Rhein, Germany — March 30, 2026

SEGGER now guarantees that Flasher is the fastest in-system programmer on the market.

Flashers are guaranteed to have the fastest programming time in the industry, being very close to the theoretical maximum speed achievable for the given hardware.

This guarantee applies across the entire Flasher product line, including Flasher Pro, Flasher Compact, Flasher Portable PLUS, and Flasher ATE2, and extends to all supported microcontrollers and their connected external memories, such as QSPI flash devices.

"We call this the Top-Speed Guarantee," says Rolf Segger, founder of SEGGER. "Our goal is, and has always been, to get as close as possible to the theoretical limit imposed by the hardware being programmed. High programming speed is a key success factor at scale, significantly reducing production cycle times and becoming increasingly important as software complexity and code size continue to rise. Production throughput depends upon programming speed, and when programming millions of devices, even one second makes a difference. We have benchmarked other programmers on the market, and our Flashers leave them in the dust every time. We decided it was time to tell the market by giving this guarantee."

Flashers are designed from the ground up with maximum performance and near-instantaneous response times in mind. The hardware is based on an SoC with FPGA logic and dedicated interface processors, optimized for speed. A highly efficient virtual CPU (based on emApps) provides the flexibility for any possible use case. In combination with advanced flash loaders and Turbo Mode, SEGGER continues to set the benchmark for in-system programming solutions.

SEGGER Flashers support the majority of popular microcontrollers and extend the supported device list of the market-leading debug probe J-Link.

Their flexible design eliminates virtually all limitations and enables maximum compatibility and speed across modern and legacy devices.

You can find more information about the Flasher Top-Speed Guarantee here.

For more information about SEGGER, visit www.segger.com.

About SEGGER Flashers

SEGGER Flashers are a professional line of in-system programmers (ISPs) designed for use in service environments, prototype programming, and mass production. They are capable of programming non-volatile flash memory in microcontrollers and systems on a chip (SoC), as well as external SPI-style flash memory and various other memories. The target interface is highly flexible, and it

contains built-in support for JTAG, SWD, (Q)SPI, I2C, UART, and more. In addition, it can support almost any protocol and communication interface.

SEGGER Flashers can program almost anything, and they deliver programming speeds that are very close to the theoretical limit imposed by the hardware being programmed. All SEGGER Flashers come with setup and control software that is compatible with Linux, macOS, and Windows. Software and firmware updates are provided at no additional cost, ensuring continued compatibility with currently supported devices, as well as with any devices added in the future.

All listed programming algorithms (supported devices) are available, and there are no ongoing costs or fees. The initial cost is the only cost. For a complete list of devices supported by SEGGER's J-Link debug probes and Flasher programming tools, visit www.segger.com.

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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 ISPs, 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, 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 has no open-source or attribution licenses, 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 business relationships.

For additional information, visit www.segger.com.

Contact information:

Dirk Akemann
Marketing Manager
Tel: +49-2173-99312-0
E-mail: info@segger.com

Issued on behalf of:

SEGGER Microcontroller GmbH

Ecolab-Allee 5
40789 Monheim am Rhein
Germany
www.segger.com

SEGGER Microcontroller Systems LLC

Boston area

101 Suffolk Lane
Gardner, MA 01440

United States of America

Silicon Valley

Milpitas, CA 95035, USA

United States of America

www.segger.com

SEGGER Microcontroller China Co., Ltd.

Room 218, Block A, Dahongqiaoguoji
No. 133 Xiulian Road
Minhang District, Shanghai 201199
China
www.segger.cn