



SEGGER Discontinues IAR Branded J-Links

Hilden, Germany - September 26th, 2011 – SEGGER Microcontroller the developer and manufacturer of the embedded industry's most popular emulator, the J-Link, today announced that the IAR Branded J-Links (in yellow housing) will be discontinued. SEGGER will continue to work with IAR to ensure optimal J-Link support from the IAR Embedded Workbench.

IAR recently announced their decision to acquire Signum. This presents IAR with the option to sell one of two competing products: Their Signum emulator or the IAR branded version of the SEGGER J-Link. SEGGER feels that IAR's motivation will be to promote their newly acquired emulators rather than the proven J-Link, potentially damaging the excellent reputation the J-link and J-Trace have in the market.

"This acquisition took us by surprise. We regret that we have to do this, but we feel forced to discontinue production of IAR branded yellow J-Links. We hope that IAR understands the decision and expect that they will continue to fully support the broad base of J-Link users with the Embedded Workbench.", said Rolf Segger, founder and CTO at SEGGER.

"We believe that the J-Link product family is the most advanced emulator family available. It's popularity allows us to offer it at very reasonable prices, and it is widely used for software development in the commercial and educational market spaces, as well as for production flash programming. Anyone desiring the discontinued IAR J-Link, may acquire the original SEGGER J-Link.", said Ivo Geilenbrügge, managing director at SEGGER.

Built-in firmware intelligence provides a strong connection with your end device while performing at very high speeds. It also facilitates advanced features such as unlimited Flash Breakpoints, Power Debugging, and full SWD/SWO support. With the J-Links competitive pricing, wide target support, incredible speed, stability, and versatility, J-Link is second to none.

The SEGGER J-Link is the industry-standard for ARM debug emulators, supported by all major tool chains for ARM cores. The SEGGER J-Link is independent and will work with IDEs from: Freescale, IAR, KEIL, Mentor Graphics, Rowley, Renesas, Tasking, Phyton and others. In addition to those listed above; any RDI compliant debugger can be used with the optional RDI module, and any GDB compliant debugger with the free GDB-Server. Therefore; as projects change a different compiler/debugger might become necessary. With the J-Link family investments (monetary and learning curve) in development/production tools are preserved. Setup of a J-Link is done in mere minutes.

J-Link supports multiple CPU families, such as ARM 7/9/11, Cortex-M0,M1,M3,M4,R4,A5,A8,A9, Renesas RX in a single model; there is typically no need to buy a new J-Link or new license when switching to a different CPU family. SEGGER is also continuously adding support for additional cores, which in most cases, only requires a software/firmware update. Unlimited free updates are included with even the baseline model of the J-Link. SEGGER is excited to continue advanced development of its cutting edge embedded tool solutions to be utilized with the IAR IDE, or any other development environment you choose.

Full product specifications are available at: <http://www.segger.com/jlink.html>

J-Link competitive comparison: <http://www.segger.com/jlink-comparison-jtagjet.html>





The J-Link-Software is available at: http://www.segger.com/download_jlink.html

U.S. On-Line Web Shop: <http://shop-us.segger.com>

###

About SEGGER

SEGGER Microcontroller develops and distributes hardware and software development tools as well as software components for embedded systems. An "embedded system" is one in which a microprocessor and associated components are incorporated into a device helping to accomplish difficult and complex tasks in products such as cell phones, medical instruments, instrument clusters, measurement instruments, satellite radios, digital cameras etc.

SEGGER was founded in 1997, is privately held, has been profitable since its inception, and is growing steadily. Based in Hilden with distributors in all continents and a local office in Massachusetts, SEGGER offers its full product range worldwide.

SEGGER software products include: embOS (RTOS), emWin (GUI), emFile (File System), emUSB (USB host and device stack) and embOS/IP (TCP/IP stack). With the experience in programming efficiently on embedded systems, SEGGER created highly integrated, cost-effective programming and development tools, such as the Flasher (stand-alone flash programmer) and the industry leading J-Link/J-Trace emulator.

SEGGER's intention is to cut software development time for embedded applications by offering affordable, high quality, flexible and easy-to-use tools and software components allowing developers to focus on their applications. Find out more at <http://www.segger.com>

Contact information:

Dirk Akemann,
Marketing Manager
Tel: +49-2103-2878-0
E-mail: info@segger.com

Issued on behalf of:

SEGGER Microcontroller GmbH & Co. KG
In den Weiden 11
40721 Hilden
Germany
www.segger.com

SEGGER Microcontroller Systems LLC
106 Front Street
Winchendon, MA 01475
United States of America
www.segger-us.com

All product and company names mentioned herein are the trademarks of their respective owners. All references are made only for explanation and to the owner's benefit.