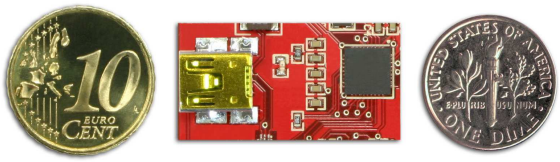
SEGGER J-Link OB is now only 10 Euro cents

Hilden, Germany – January 24th, 2014

SEGGER now offers their J-Link OB, a proven single chip on-board version of the J-Link, for only Euro 10¢ each.

The J-Link OB saves board manufacturers money while providing developers with an easy-to-use, high performance debugging solution. Based on the industry leading J-Link it offers the following advantages:

- Universally supported by all popular IDEs
- Unparalleled download speeds
- Unlimited number of breakpoints in flash memory



The use of the J-Link OB eliminates the need for an external debug probe to be included in the evaluation kit. This makes the packaging smaller, lighter, at a lower cost, and easier to manage. The J-Link OB firmware has been ported to multiple MCUs to help fit the needs of most any project. It may be used on devices with as little as 64 KBytes of flash and a tight 36 pin QFN packaging taking up very little board real estate. SEGGER provides a technical contact to the evaluation board designer to assist in the design and integration of the J-Link OB to the evaluation hardware. This greatly streamlines the design and test cycle. Upon request, the J-Link OB firmware can be ported to other MCUs.

Once implemented, there is no need to worry about support of this debug probe, as most engineers are quite familiar with the J-Link in general, and will be up and running in seconds. In the rare case that support in setting up the debug interface within the chosen development environment is needed, the end user may contact SEGGER directly via the always available SEGGER Support Forum.

Over the past 10 years, the J-Link product line has established itself as the de facto standard for debug probes. This offer is available for those developing evaluation boards based on Cortex-M. Minimum Quantity is 10K for this price. Affordable buyouts (no license fees) are available.

More information on J-Link OB is available at: http://www.segger.com/jlink-ob.html

About J-Link

The SEGGER J-Link is the most popular debug probe on the market. It is tool chain independent and works with free GDB-based tool chains such as emIDE and Eclipse, as well as commercial IDEs from: Atmel, Atollic, Coocox, Cosmic, Freescale, IAR, KEIL, Mentor Graphics, Python, Rowley, Renesas, Tasking and others. With the J-Link family, investments in the debug probe are preserved when changing compiler or even CPU architecture.

J-Link supports multiple CPU families, such as ARM 7, 9, 11, Cortex-M0, M0+, M1, M3, M4, R4, A5, A8, A9 as well as Renesas RX100, RX200, RX610, 620, 62N, 62T, 630, 631, 63N and Microchip PIC32; there is no need to buy a new J-Link or new license when switching to a different yet supported CPU family or tool-chain. 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 family. SEGGER is

excited to continue advanced development of its cutting edge embedded tool solutions to be utilized with pretty much any development environment you choose. All J-Links are fully compatible to each other, so an upgrade from a lower-end model to a higher-end model is a matter of a simple plug-and-play.

Different architectures, same debug probe!

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

Online Shop (Europe, Asia, Africa): http://shop.segger.com

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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, 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 cuts 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