

## Please use J-Link – Flagship smartphone project recommends SEGGER

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SEGGER know-how inside: Google officially recommends developers participating in their modular smartphone project Ara to use the J-Link PRO debug probe model.

Google advises to deploy J-Link PRO in connection with the two debug adapter boards. These boards are provided as part of the development kit for project participants. The J-Links should program and control the 2 application processors of the main board.

“We are very pleased to see our proven debug probes being part of such an innovative project”, says Dirk Akemann, Partnership Marketing Manager at SEGGER Microcontroller. “It shows that our devices with their extensive feature set, allowing high-speed programming and debugging on low memory consumption, meet the requirements of embedded development, even with sophisticated customers.”

Project Ara started in 2013. The idea is to have an aluminum frame to which users can attach individual modules, from battery to display or camera. Google demonstrated an advanced prototype at the end of May. The actual release has recently been postponed to 2016. Third parties wanting to participate in the project are provided with a Module Developers Kit for which use of two J-Link PRO is recommended.

More information on the Ara development board and the use of J-Link is available at: [https://github.com/projectara/Firmware-wiki/wiki/Big-Development-Board-\(BDB\)-Version-1-Rev-B-Orientation-and-Setup](https://github.com/projectara/Firmware-wiki/wiki/Big-Development-Board-(BDB)-Version-1-Rev-B-Orientation-and-Setup)

### About J-Link

The SEGGER J-Link is the most popular family of debug probes 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, Microchip, 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-M, Cortex-R, Cortex-A as well as Renesas RX100, RX200, RX600 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.

Full product specifications are available at: [www.segger.com/jlink.html](http://www.segger.com/jlink.html)





The J-Link-Software is available at: [www.segger.com/download\\_jlink.html](http://www.segger.com/download_jlink.html)

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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 emSecure, a unique software to generate and verify digital signatures, and the TLS-solution emSSL, SEGGER is also offering software for the growing field of data and product security.

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 [www.segger.com](http://www.segger.com).

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