

## SEGGER's experts offer new SEGGER Design Service to create cost-effective, high-performance embedded systems

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**The newly introduced [SEGGER Design Service](#) helps companies that want to develop new or next-generation products, or reengineer existing ones, create cost-effective applications that are precisely tailored to their needs.**

Often the best solution is a microcontroller-based, deeply embedded solution. An embedded system can minimize both cost and power consumption and will generally have a much faster boot time than a larger Linux/Android-based system.

The design starts with the right embedded software. [SEGGER's emPower OS](#) provides a robust solution and serves as a solid foundation. SEGGER can design and produce prototypes and take hardware design to production if desired.

“Many products use large operating systems with massive memory

requirements when a less complex system, powered by a single-chip microcontroller, could have better reaction times, be safer, run more efficiently, and cost significantly less,” says Rolf Segger, founder of SEGGER. “Companies often overlook exploring the microcontroller option because either it is not how they have done it in the past or they simply don't have the knowledge and experience of the designs and software available. The SEGGER Design Service enables anyone to build and benefit from an embedded system.”

With SEGGER's 30+ years of experience in the development of embedded applications, the SEGGER Design Service focuses on providing customized microcontroller-based solutions. Beginning with a comprehensive analysis of project requirements, SEGGER's Embedded Experts work with customers to select core components and develop the core application framework.

Because the SEGGER Design Service works to reduce cost per unit, it can be especially beneficial for clients with mass production setups. The service also offers a long-term maintenance option. Our promise to our customers remains the same – It simply works!

For more information visit the [SEGGER Design Service](#) page at [www.segger.com](http://www.segger.com).





## About SEGGER

SEGGER Microcontroller, founded in 1992, 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 plus a complete spectrum of software libraries including communication, security, data compression and storage, user interface software and more. Using emPower OS gives developers a head start, benefiting from decades of experience in the 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 through affordable, high-quality, flexible and easy-to-use tools.

SEGGER, with headquarters in Germany, also has a U.S. office in the Boston area and branch operations in Silicon Valley, Shanghai, and the UK, plus distributors on most continents, making SEGGER's full product range available worldwide.

For more information on SEGGER, please visit [www.segger.com](http://www.segger.com).

## Why SEGGER?

In short, SEGGER has a full set of tools for embedded systems, offers support through the entire development process, and has decades of experience as the Embedded Experts.

In addition, SEGGER software is not covered by an open-source or required-attribution license and can be integrated in any commercial or proprietary product, without the obligation to disclose the combined source.

Finally, SEGGER offers stability in an often volatile industry, making SEGGER a very reliable partner for long-term relationships.

For additional information, please visit [www.segger.com](http://www.segger.com).

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