

## SEGGER makes J-Link flash download available for free

Hilden, Germany – Sep. 17, 2009 – SEGGER Microcontroller today announced the free availability of the flash download option for J-Link. The feature is free with J-Link software version 4.08I, available now.

The flash download option is a collection of optimized flash loaders allowing the user to easily and very quickly download into flash of the supported microcontroller directly from the debugger in the same way as downloading to RAM. Taking full advantage of J-Link's high download speeds up to 720kB/s into RAM, it allows programming the flash of most common microcontroller very quickly. Flash sectors which already contain the correct data do not have to be reprogrammed; a fast 32-bit CRC algorithm can be used for verification, making the flash download process feel as fast as a download to RAM.

"We have the fastest flash loader on the market. Adding this option for free adds significant value to our J-Link", says Dirk Akemann, marketing manager at SEGGER.

Furthermore SEGGER restructures their J-Link-bundle-offerings adding the new "J-Link ARM Pro bundle" to its portfolio. The bundle includes a J-Link ARM with licenses for RDI/GDB-server, FlashBP (unlimited breakpoints in flash memory) and J-Flash at a reasonable price of 698,- Euro.

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](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, 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](mailto:info@segger.com)





**Issued on behalf of:**

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

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