



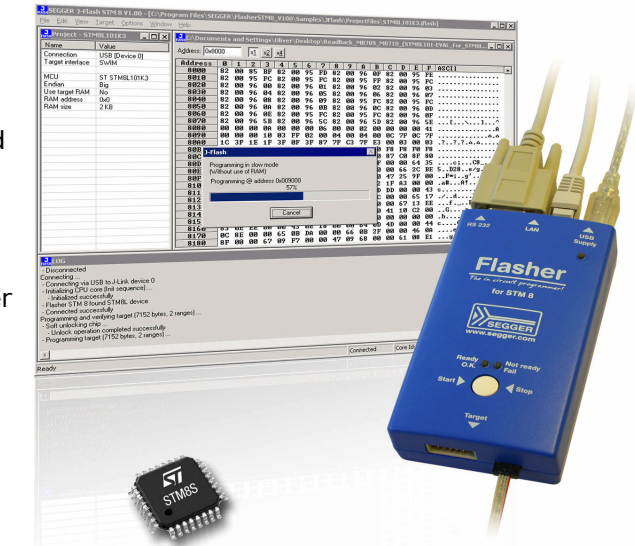
## Flasher STM8: SEGGER releases production flash programmer for STM8 Microcontrollers

Hilden, Germany – December 18<sup>th</sup>, 2009 – SEGGER Microcontroller today announced a new member of its Flasher family, the Flasher STM8. The easy to use stand alone flash programmer supports the complete family of STM8 Microcontrollers from ST.

With USB, Ethernet, and RS232 interfaces, the Flasher STM8 can be easily integrated into a production environment. Additionally, the programmer can be used stand-alone, which allows programming without the need to be connected to a computer or network - a feature also shared by the Flasher ARM, Flasher 5 and Flasher ST7. To protect the programmer and the target hardware from production environment hazards, the Flasher STM8 includes optical isolation. Connected via Ethernet, the Flasher STM8 can be configured through a web interface.

“Our engineering team has set the bar for high performance flash programming of the STM8. With its high performance and its sophisticated feature set, we expect the Flasher STM8 to be received with open arms,” says Dirk Akemann, marketing manager of SEGGER.

Full product specifications are available at: <http://www.segger.com/cms/flasher-stm-8.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>

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