



SEGGER now ships in-circuit-programmers Flasher RX for Renesas Electronics' RX 32-Bit MCUs

Hilden, Germany – May 30th, 2011 – SEGGER Microcontroller has delivered the first in-circuit programmers for the Renesas Electronics RX Series of microcontrollers. The Flasher RX is based on SEGGER's well-established Flasher series of production and field service programmers.

The Flasher RX offers multiple connectivity options to easily integrate into any production environment. On the interface side, these options are Ethernet, USB and RS232.

The Flasher RX can be operated via terminal connection (RS232) and via the flash programming software J-Flash, which offers a graphical user interface as well as a command line interface. Another option is to set up the Flasher for stand-alone operation and start programming with a simple push of a button.

The Flasher RX has a memory of 64 MB for storing the target data. The data files can be updated via an RS232 interface, via the J-Flash software or via USB using the mass-storage-mode of the Flasher RX.

"The Renesas Electronics RX devices with their highly efficient core are a very successful series of microcontrollers. As a result of the close collaboration with Renesas Electronics, we have our embedded software, debugging and production tools readily available for this new and very attractive platform," says Dirk Akemann, Partnership Marketing Manager of SEGGER.

"We are pleased to have this versatile programming tool available for our rapidly expanding family of RX600 MCUs," said Ritesh Tyagi, Director, Microcontroller Product Marketing, Consumer & Industrial Business Unit, Renesas Electronics America. "The Flasher RX is yet another milestone in our efforts to enhance the RX MCU ecosystem, providing design engineers with greater flexibility for designing, and programming, their solutions using RX600 microcontrollers."

Full product specifications and trial versions are available at:

<http://www.segger.com/cms/flasher-rx.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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