

## SEGGER's J-Link OB and new Drag & Drop programming feature

Hilden, Germany – November 25<sup>th</sup>, 2014

SEGGER introduces a new Drag & Drop "intuitive programming" feature to its J-Link OB single-chip on-board debug probe. A J-Link OB with Drag & Drop capability appears both as a debug probe and as a flash drive on the user's computer. The J-Link's high performance and functionality for programming and debugging remain unchanged; the additional flash drive capability simplifies programming the target to dragging a Motorola S-record, Intel Hex, or plain binary file onto the J-Link Drive using the desktop.

J-Link Drive enables manufacturers, and third-party software developers, to deploy ready-to-go demonstration applications to customers who can then quickly evaluate the capability of the board, software, and device—all without installing complex development software.

When customers outgrow the convenience of J-Link Drive and fixed demonstration applications, they can unleash the full potential of the target board using the J-Link OB as a debug probe backed by unparalleled, industry-wide support.

Developed by SEGGER's Embedded Experts Team, J-Link OB now offers a compelling opportunity for board manufacturers to provide a highly polished way of delivering integrated solutions to customers, and enhance the experience over time by adding new applications and features that just "drop into place."

All major operating systems (Windows, Mac OS, Linux) are supported and existing OS drivers already support J-Link Drive.

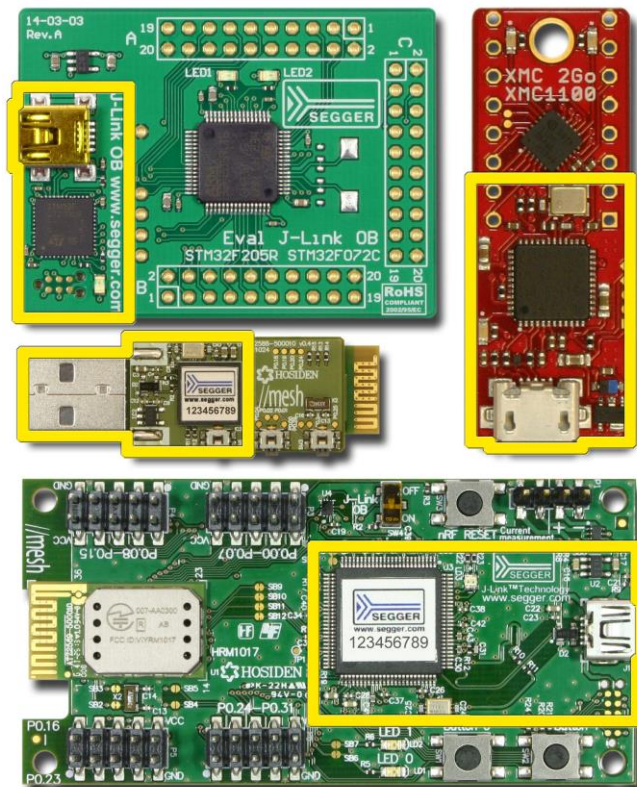
J-Link OB targets ARM, MIPS or Renesas devices now. Multiple options exist for the J-Link OB MCU, starting at less than \$1 in hardware cost. SEGGER's Embedded Experts Team can tailor J-Link OB firmware to meet exact requirements, e.g. deploying encrypted applications to demonstrate capabilities but keep algorithms and IP safe.

More information can be found at: <https://www.segger.com/jlink-ob.html#drag-and-drop>

### 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: <http://segger.com/jlink.html>

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

U.S. On-Line Web Shop: <http://shop-us.segger.com>

Online Shop (Europe, Asia, Africa): <http://shop.segger.com>

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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 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 <http://www.segger.com>.

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