## SEGGER demonstrator board empowers embedded software evaluation

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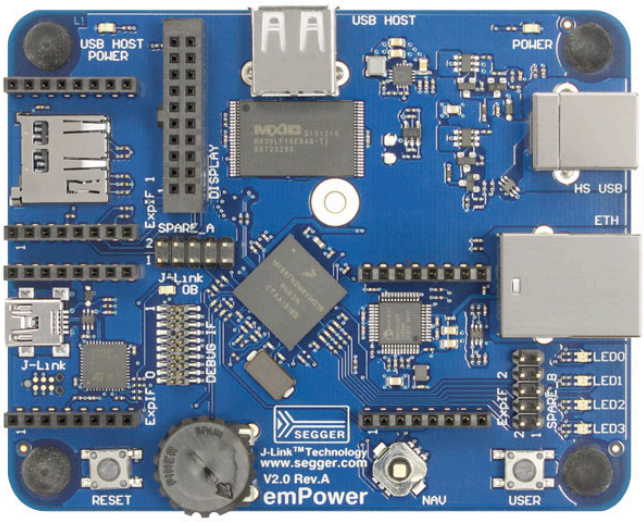


SEGGER releases the emPower evaluation board, dedicated to convey a comprehensive and out-of-the-box experience of SEGGER's complete embedded software offerings and thus accelerating the start of any embedded project. emPower is an affordable platform for customers to enhance software evaluation, prototyping and proof of concept.

"We have seen increasing demand from customers for hardware which permits them to explore our software's full potential", says Alex Gruener, Chief Technology Officer at SEGGER. "With emPower, we now have a powerful platform to demonstrate the broad range of our products."

SEGGER's embOS real-time operating system is at the heart of the evaluation. Furthermore, evaluation versions of the file system emFile, graphics library emWin, emUSB Host & Device, and TCP/IP stack embOS/IP (including web server demo) enable full use of the available emPower peripherals.

emPower also features a J-Link OB, an on-board version of SEGGER's market-leading debug probe J-Link, which includes drag & drop programming and COM-Port support.

There are three expansion interfaces to easily connect additional modules. Each connector provides I2C, SPI, UART, GPIO/timer, analog input and power. A display adapter connector enables the connection of small TFT displays.

The emPower board is based on a Freescale Kinetis K66 MCU with 256KB SRAM and 2MB flash memory. This MCU is built on the ARM Cortex-M4F core and is optimized for applications requiring large memory densities and low-power processing efficiency.

"We are pleased to be a part of this new development platform with our Kinetis K66 MCU and see the integration of SEGGER tools as a great step forward in seamless prototyping," says Michael Norman, Microcontroller Software and Tools Technical Marketing Manager at Freescale.

Non-volatile storage capability of the board is provided by means of a 1Gbit SLC NAND Flash from Macronix, a leading integrated device manufacturer in the non-volatile memory (NVM) market. The NAND flash has a built-in ECC controller in order to be ECC-free to the MCU.

"We are delighted to be part of such a high-grade project. With SEGGER and us both putting an emphasis on top-quality products, I think we are a perfect match," says Nicolas Dennilauler, European Marketing Manager at Macronix.

For more information on how this new SEGGER evaluation board can empower every embedded project, please visit www.segger.com/empower.html.

## 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 emSecure, a unique software to generate and verify digital signatures, and the TLS-solution emSSL, SEGGER is also offering software for the growing field of data and product security.

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 www.segger.com.

## About Macronix

**Macronix**, a leading integrated device manufacturer in the non-volatile memory (NVM) market, provides a full range of NOR Flash, NAND Flash, and ROM products. With its world-class R&D and manufacturing capability, Macronix continues to deliver high-quality, innovative and performance-driven products to its customers in the consumer, communication, computing, automotive, industrial, networking and other segment markets. For more information, visit www.macronix.com.

## About Freescale Semiconductor

**Freescale Semiconductor** [NYSE:FSL] enables secure, embedded processing solutions for the Internet of Tomorrow. Freescale's solutions drive a more innovative and connected world, simplifying our lives and making us safer. While serving the world's largest companies, Freescale is also committed to supporting science, technology, engineering and math (STEM) education, enabling the next generation of innovators. www.freescale.com.

## Contact information:

Dirk Akemann
Marketing Manager

Tel: +49-2103-2878-0
E-mail: info@segger.com

## Issued on behalf of:

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

SEGGER Microcontroller Systems LLC
106 Front Street
Winchendon, MA 01475
United States of America
www.segger-us.com