For immediate Release

SEGGER J-Link supports Freescale ColdFire™ architecture

Hilden, Germany – May 30, 2008 - SEGGER Microcontroller, a leading manufacturer of middleware, debug probes and flash programming solutions for embedded systems, today announced the availability of *J-Link ColdFire BDM 26*, the JTAG emulator for Freescale ColdFire™ V2/V3/V4 devices.

J-Link ColdFire BDM 26 enables fast and reliable connections from the development system to your target hardware. Together with Codewarrior Development Studio or the IAR YellowSuite, this emulator sets new standards for professional debugging solutions at affordable pricing.

"Compared to existing solutions, *J-Link ColdFire BDM 26* offers the big advantage of programming the embedded Flash directly from the IDE", said Rolf Segger, CEO at SEGGER. "No need to exit debugging and use a different tool to program the internal flash". In addition, *J-Link ColdFire BDM 26* offers very high download speeds into the target system to maximize productivity of valuable design resources.

About SEGGER

SEGGER Microcontroller develops and distributes hardware and software development tools as well as software components. All software components are ANSI "C" compliant and can be used in embedded systems including industries such as telecom, medical technology, consumer electronics, automotive industry and industrial automation. SEGGER software products include: embOS (RTOS), emWin (GUI), emFile (File System), emUSB (USB device stack) and embOS/IP (TCP/IP stack). Besides the highly efficient software products, SEGGER also provides embedded hardware tools such as the well-known JTAG emulator J-Link, J-Trace and the Flasher (stand alone programmer). SEGGER's intention is to cut software development time for embedded applications by offering affordable, flexible and easy-to-use tools and software components allowing developers to focus on their applications.

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