SEGGER introduces customization options for popular service programmer

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SEGGER's popular service programmer Flasher Portable PLUS is now fully customizable, enabling corporations to supply their service technicians with a branded tool. The user-friendly device is battery-powered and can store multiple programming images.

Customization options include injection molding using company colors, fascia branding with corporate logos and corporate slogans, and other corporate design elements. SEGGER also offers customization of the display content, including changing the splash screen. All customization is done by SEGGER, requiring no further work on the customer side once their initial choices have been made.

Designed as an extremely rugged, reliable and portable production-grade flash programmer for firmware updates, the Flasher Portable PLUS in-system programmer has a long track record of proven success in the field.

"The in-field service technician is a frontline representative of a company," says SEGGER's CEO Ivo Geilenbruegge. "The technician's tools reflect the company's commitment to quality, reliability, and customer service. With SEGGER's customization options, these tools can now also represent the company brand itself."

Volume pricing is available, making a branded quality tool affordable for hundreds or thousands of in-field technicians.

For pricing information please contact sales@segger.com.

For additional information about the Flasher Portable PLUS and its customization options please visit:
https://www.segger.com/products/production/flasher/models/flasher-portable-plus/

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About SEGGER

SEGGER has over twenty-nine years of experience in Embedded Systems, producing cutting-edge RTOS and Software Libraries, J-Link and J-Trace debug and trace probes, a line of Flasher In-System Programmers and software development tools.

SEGGER's all-in-one solution emPower OS provides an RTOS plus a complete spectrum of software libraries including communication, security, data compression and storage, user interface software and more. Using emPower OS gives developers a head start, benefiting from decades of experience in the industry.

SEGGER's professional software and tools for Embedded System development are designed for simple usage and are optimized for the requirements imposed by resource-constrained embedded systems. The company also supports the entire development process with affordable, high-quality, flexible, easy-to-use tools.

The company was founded by Rolf Segger in 1992, is privately held, and is growing steadily. SEGGER also has a U.S. office in the Boston area and branch operations in Silicon Valley, Shanghai and the UK, plus distributors on most continents, making SEGGER's full product range available worldwide.

Why SEGGER?

In short, SEGGER has a full set of tools for embedded systems, offers support through the entire development process, and has decades of experience as the Embedded Experts.

In addition, SEGGER software is not covered by an open-source or required-attribution license and can be integrated in any commercial or proprietary product, without the obligation to disclose the combined source.

Finally, SEGGER offers stability in an often volatile industry making SEGGER a very reliable partner for long-term relationships.

For additional information please visit: www.segger.com

Contact information:

Dirk Akemann
Marketing Manager
Tel: +49-2173-99312-0
E-mail: info@segger.com

Issued on behalf of:

SEGGER Microcontroller GmbH

Ecolab-Allee 5
40789 Monheim
Germany
www.segger.com

SEGGER Microcontroller Systems LLC

101 Suffolk Lane
Gardner, MA 01440
United States of America
www.segger.com

SEGGER Microcontroller China Co., Ltd.

Room 218, Block A, Dahongqiaoguoji
No. 133 Xiulian Road
Minhang District, Shanghai 201199
China

www.segger.cn