

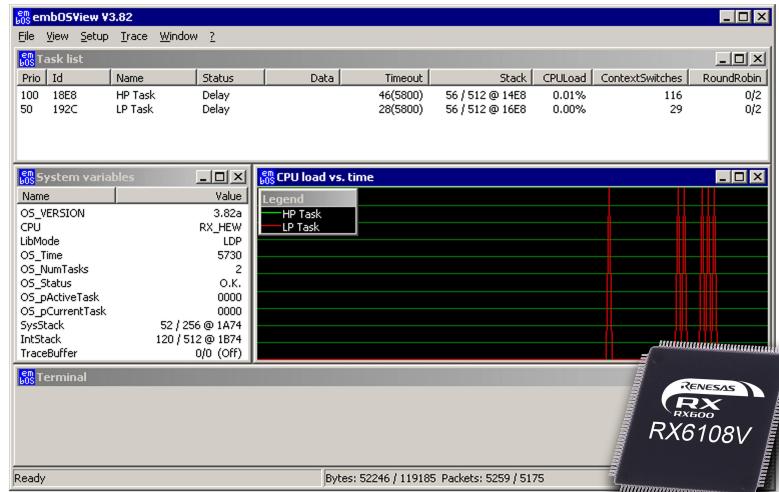
SEGGER announces RTOS embOS for Renesas RX 32-bit MCU

Hilden, Germany – November 6th, 2009 – SEGGER Microcontroller today announced that embOS, the powerful, easy to use RTOS, is now available for the RX 32-bit microcontroller from Renesas.

The real-time kernel embOS supports a premium feature set, such as the embOSView task-level profiling tool, an unlimited number of tasks and no need for compile-time configuration.

"Being the first vendor to offer an RTOS evaluation package for the new Renesas RX microcontroller shows our commitment to our relationship with Renesas. The efficiency and portability of embOS enabled us to create this port in a very short time. It has been a great opportunity to work with Renesas and gives us great pleasure to have formed a strong partnership with them," says Dirk Akemann, marketing manager of SEGGER.

embOS is a high-performance real time OS that has been optimized for minimum memory consumption in both RAM and ROM, as well as high speed and versatility. It supports fully nested interrupts for zero interrupt latency. embOS is a priority-controlled multi-tasking system, designed as an embedded operating system for real-time applications for all popular CPUs. It provides a migration path with identical APIs across all platforms.



"Segger has been a very important tools partner to Renesas for many years, and we are very happy to have been able to work with them in the development of operating system support for the RX architecture" said David Noverraz, Tools Marketing Manager at Renesas. "We know from previous experience that they are highly appreciated by our customers for the professional RTOS they offer, and would be able to combine the innovative RX design features with their tools to make a world-leading product."

We feel that the RX family provides world-class technical performance and features that will attract engineers looking for tomorrow's microcontrollers and we believe the Segger embOS solution for the RX product family continues their position as a leading independent tool vendor for Renesas microcontrollers "

embOS is provided as full source code and comes with a simple licensing model without royalties. Full product specifications and a trial version are available at:

<http://www.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, 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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About Renesas Technology Corp.

Renesas Technology Corp. is the world's No.1 supplier of microcontrollers and one of the world's leading semiconductor system solutions providers for mobile, automotive and PC/AV (Audio Visual) markets. It is also a leading provider of Power MOSFETs, Smart Card microcontrollers, RF-ICs, High Power Amplifiers, Mixed Signal ICs, System-on-Chip (SoC), System-in-Package (SiP) and more. Established in 2003 as a joint venture between Hitachi, Ltd. (TSE:6501, NYSE:HIT) and Mitsubishi Electric Corporation (TSE:6503), Renesas Technology achieved consolidated revenue of 702.7 billion JPY in FY2008 (end of March 2009). Renesas Technology is based in Tokyo, Japan and has a global network of manufacturing, design and sales operations in 16 countries with 25,000 employees worldwide. For further information, please visit <http://www.renesas.com>

Headquartered in Buckinghamshire, UK, Renesas Technology Europe has offices in Denmark, Finland, France, Germany (3 offices), Italy, Spain, Sweden, and representation via related companies in the Czech Republic, South Africa and Russia.

In Europe, Renesas focuses on automotive (control, networking, infotainment), wireless (GSM, CDMA and Bluetooth), smart card and microcontroller applications such as white goods, motor control, metering, energy management, building security and healthcare. It employs over 150 engineers to develop solutions for the European market and to assist customers with application development. Renesas is a leading supplier of smart card ICs in Europe. Europe is the world's largest market for automotive electronics and microcontrollers, and is the region of most design influence for wireless electronic products. Feedback from customers in Europe has great influence on Renesas' product development.

For further information, please visit <http://www.renesas.com> or for Europe visit <http://www.renesas.eu>

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