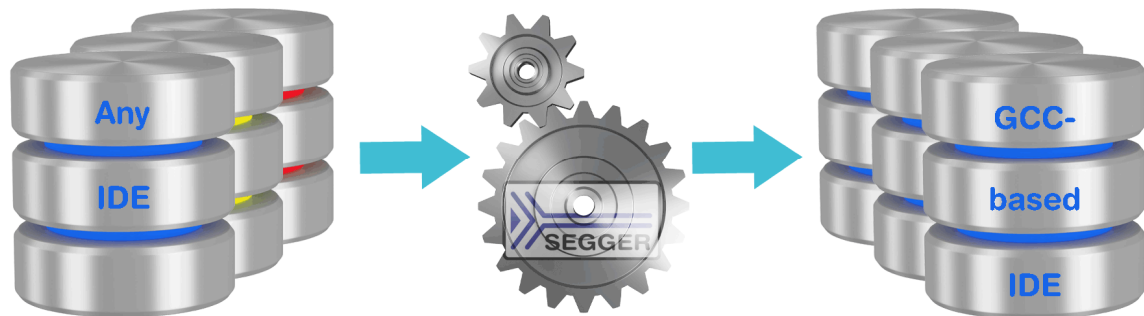


## Pick your Tool-Chain – SEGGER offers Compiler Porting Service

Hilden, Germany – July 26<sup>th</sup>, 2013

GCC-based tool-chains have become very sophisticated, and as a result, quite popular. Due to numerous requests and SEGGER's more than 20 years of experience of working with multiple embedded development environments, SEGGER now offers a professional tool-chain porting service. This service enables the migration of a project from one tool-chain (IDE and Compiler) to another. The service includes every aspect of migration:

C and Assembly files are modified as necessary, linker and setup files are created, and a project is created specifically for the newly chosen target tool-chain which mirrors the configurations found in the original project. The end developer typically needs less than half a day to be up and running with his new tool-chain.



The porting service can pay for itself, especially when moving from an expensive proprietary commercial tool-chain to a GCC-based one.

There are multiple reasons to take advantage of this service which include:

- No dependency on a particular vendor
- Remove problems with license management
- Increase productivity
- Reduced cost
- Better editor/debugger
- More flexibility

Porting from one tool-chain to another is easiest and therefore least expensive, if the firmware is based on SEGGER middleware.

"Due to years of experience with different tool-chains, it is easy for our engineers to migrate projects from one tool-chain to another. We do it all the time. And, with the obvious trend found in our industry, of companies moving to GCC-based tool-chains, a porting service to help facilitate this only makes sense. We find that companies are switching to all forms of GCC-based tool-chains, be they Visual-Studio-Style or Eclipse, commercial or free. Anybody who is interested in changing tool-chains is welcome to talk to us", says Ivo Geilenbruegge, Managing Director of SEGGER.

Please contact SEGGER to learn more.

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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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