

## **Renesas Corporation awards SEGGER Global Platinum Partner Status**

**Hilden, Germany – February 11<sup>th</sup>, 2015**

SEGGER is pleased to announce that it has been promoted to the status of Global Platinum Alliance Partner by its partner Renesas, a premier provider of advanced semiconductor solutions. The global platinum status is given in recognition of the high value SEGGER brings to Renesas customers through its fully integrated set of quality tools for creating reliable application software that enables the creation and deployment of new products throughout the world.



The Renesas Alliance Partner Program, comprising more than 800 companies, aims to increase the synergy between customers, third party partners and Renesas. It allows designers to quickly find qualified design consultants, programming houses, tool vendors and manufacturing companies, providing faster time to market and an extension of their own design and development resources and expertise.

Awarding the status of Global Platinum Alliance Partner to SEGGER recognizes their long-term strategic relationship with both Renesas and its customers. It is based upon proven RTOS and middleware, RTOS-aware debugging capabilities and fast production tools, all supporting a wide range of Renesas microcontrollers (MCUs), microprocessors and application-specific devices around the world.

Steve Norman, Core Marketing Manager at Renesas Electronics Europe, said, "We welcome SEGGER to the very select group of companies with Renesas Global Platinum Alliance Partner status. Every embedded developer needs a set of quality tools for creating reliable application software, then getting it onto their target. This is what SEGGER has consistently delivered to our customers over many years."

Harald Schober, Director of Sales and Marketing at SEGGER, said, "We are excited and feel very honoured to be a Global Platinum Alliance Partner for Renesas. The market considers us 'The Embedded Experts,' with more than two decades of service. All the knowledge and experience our engineering team has gained over this long period has been invested in the right products at the right time, thus matching the needs of our partner Renesas right away. Our new status motivates us to team up with Renesas even closer – we take the responsibility to support Renesas and the market to ensure a smooth design flow when using the trusted MCUs built by Renesas - now and in future."

For more details on Renesas and SEGGER, visit SEGGER Partner page on Renesas web site: <http://bit.ly/1rLnE1p>

More information about SEGGER is available at: [www.segger.com](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, 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>.

### **About Renesas**

Renesas Electronics is the world's number one supplier of microcontrollers and a premier supplier of advanced semiconductor solutions, including system-on-chip and a wide range of discrete analogue and power devices. Established in 2010, Renesas Electronics combines the collective semiconductor expertise of Hitachi, Mitsubishi Electric and NEC Electronics, encapsulating more than 200 years' experience.

Renesas' products are the result of decades of research and investment into semiconductor technology and customer solutions. Today, they provide pioneering platforms for the advancement of the Smart Society, embedding intelligence, connectivity, safety and security in solutions for cars, homes, buildings and factories. In Europe, Renesas complements its cutting-edge technology with resources that foster customer proximity and span the entire product lifecycle. These include the European Technology Centre, which designs innovative solutions specifically for Europe, and the European Quality Centre in Düsseldorf, which provides technical support to customers throughout the region. Renesas also operates an effective ecosystem, comprising the industry's largest local support network and an extensive network of over 800 hardware and software alliance partners.

Headquartered in Japan, Renesas Electronics has subsidiaries in 20 countries worldwide. More information is available at [www.renesas.eu](http://www.renesas.eu)

Renesas Electronics Europe on [http://twitter.com/Renesas\\_Europe](http://twitter.com/Renesas_Europe),  
<http://facebook.com/RenesasEurope> and <http://youtube.com/RenesasPresents>

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