



Ivo Geilenbruegge is managing director of SEGGER

Hilden, Germany – June 2nd, 2009 – As of June 1st, Ivo Geilenbruegge is the new managing director of SEGGER. Former managing director and founder Rolf Segger continues to work at SEGGER in his new position as CTO, focusing on development of new products.

Ivo Geilenbruegge has been with SEGGER since 2002 as sales and marketing manager and is very familiar with the industry, as well as SEGGER's products, partners, customers and their requirements.

"Ivo is the perfect choice for this challenging position. This allows me to concentrate on the technical side of the business, in order to bring more ideas to market faster." says Rolf Segger.

"I am excited to work in this new position and committed to maintain the strong relationships with our partners and customers," adds Ivo Geilenbruegge.

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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. The company's headquarters are in Hilden, Germany, with a sales office in Westminister, Massachusetts and distributors in all major markets. www.segger.com

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