Mouser and SEGGER Partner to Deliver Embedded Design Solutions

Mouser Electronics, a design engineering resource and global distributor for semiconductors and electronic components, today announced a partnership with SEGGER to deliver embedded development tools to design engineers worldwide. With this agreement in place, design engineers will be connected to SEGGER's highly integrated, cost-effective programming and development tools such as the Flasher (programmer) and the industry leading J-Link/J-Trace family of JTAG emulators with high download-speed into RAM and flash memory and the ability to set an unlimited number of breakpoints in flash memory through a hybrid FPGA-CPU emulation design. The SEGGER emulator and programmer families support ARM, PPC, ST, and Renesas processers. SEGGER is continuously adding support for additional devices.

"SEGGER offers best-in-class embedded solutions and we are very pleased to bring their products to our customers worldwide," explains Russell Rasor, Mouser Vice President of Advanced Technologies. "This new partnership supports our business strategy of stocking the broadest selection of development tools to support the engineer's design needs."

"SEGGER cuts development time for new designs by offering affordable, high quality, flexible and easy-to-use development tools, allowing developers to focus on their applications," says James Murphy, SEGGER Technical Sales Engineer. "Mouser shares these goals, and this new partnership will give our customers quick and easy access to our great line of products."

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 19 global support locations and the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches more than 8 million products to locate over 2 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

For more information about Mouser Electronics, visit http://www.mouser.com [1].

For more information about SEGGER,, visit http://www.mouser.com/segger [2].

Source URL (retrieved on *07/22/2014 - 8:18am*):
http://www.wirelessdesignmag.com/news/2011/10/mouser-and-segger-partner-

deliver-embedded-design-solutions

Links:
[1] http://www.mouser.com
[2] http://www.mouser.com/segger