Elprotronic, Inc. appoints Emprog as a value added representative in the Americas.

Silicon Valley, CA and Ontario, Canada – Jan 12, 2017 – Emprog, Inc. and Elprotronic, Inc. announced today a working relationship and a distribution agreement of Elprotronic flagship products of Flash and Gang programmers in the Americas. This will ensure that the embedded market using Elprotronic flash and gang programmers in the USA will have direct local sales & support from Emprog.

Elprotronic flash and gang programmers is a collection of flash programmers for most of the ARM-Cortex and MS430 devices. Designed from the ground to quickly download and program the on-chip Flash memory of embedded microcontrollers. Using standard USB port connection to a JTAG socket and running at a download speed of 1 Mbytes/sec, puts Elprotronic programmers on top of the Flasher product lines in the market and a must have tool for any ARM or MSP430 design.

> "Having Emprog as our value added representative will ensure the right way to expand our product line in the Americas and make it the industrial standard for embedded deployment. We are confident that Emprog's solid team and well-established reputation for technical competence will help generate the right awareness and bring to clients in these locations our innovative solutions." – Gregory Czajkowski Ph.D., President & CEO at Elprotronic, Inc.

Emprog is located in Redwood Shores, CA in the heart of the Silicon Valley. The team has a cumulative experience of over 30 years in selling, marketing and supporting tools and complex hardware and software solution for the embedded market in the Americas. With its focus on the MCU market, Emprog has the capability of providing direct sales & marketing support on most known development tools and solutions.

> "We're happy to be selected as the value added reseller channel for Elprotronic in the Americas" said Nadim Shehayed, Business Development Manager at Emprog. "Elprotronic product lines are top of the line flash programmers and now Emprog can and will provide the right professional structure to expand Elprotronic product line in the Americas both in terms of sales as well as support".

For more info about Elprotronic: http://www. Elprotronic.com
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About Elprotronic

Elprotronic is a leading manufacturer and provider of Flash & Gang programmers in the embedded systems.   Its technology has been incorporated as part of chipvendor's development solutions. Elprotronic pioneered its innovative technology in the TI MSP430 market, and now is quickly becoming a major player in the ARM-Cortex Flash and Gang production deployment.

About Emprog

Emprog is a provider of enhanced integration of development tools for embedded programming. The company's flagship product ThunderBench has the best deployment of any Eclipse IDE platform. ThunderBench for ARM enables thousands of engineers to develop their products using high performance 32-bit Cortex/ARM devices in several industry areas such as medical, consumer electronics, automotive, wireless, LED, and telecom. A wide range of partners and middleware vendors are supporting ThunderBench via Eclipse plugin capabilities. For more information visit www.emprog.com

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