

News Release

Date: Oct 22, 2017

Percepio AB appoints Emprog as a value added representative in the USA.

Redwood City, CA and Vasteras, Sweden – Oct 22, 2017 - Emprog, Inc. and Percepio AB announced today a working relationship and a distribution agreement of Percepio flagship product Tracealyzer in the USA and South America. This will ensure that the embedded market using Percepio Tracealyzer in the USA will have direct local sales & support from Emprog.

Tracealyzer offers amazing runtime insight for developers of RTOS-based embedded software application during debugging, validation and optimization. Tracealyzer reveals what is actually going on in embedded and IoT systems during runtime. Trace the real-time behavior of your operating system and application, gain insight with sophisticated visualization. Available for several operating systems, including FreeRTOS, Keil RTX5, Micrium μ C/OS, ThreadX, Linux and Wind River VxWorks.

“Selecting Emprog as our value added representative will enforce our commitment to expand Tracealyzer in the USA and make it the industry standard for graphical RTOS analysis & debugging. We are confident that Emprog’s solid team and well-established reputation for technical competence will help generate the right awareness and bring to our US based clients our innovative solutions.” – Mike Skrtic, Sales and Marketing Manager at Percepio AB.

Emprog is located in Redwood City, 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 embedded 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 Percepio in the USA” said Nadim Shehayed, Business Development Manager at Emprog. “Tracealyzer is top of the line RTOS-specific Debugging tool and now Emprog can and will provide added professional structure to expand Tracealyzer in the USA both in terms of sales as well as support”.

For more info about Percepio: <http://www.percepio.com>

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About Percepio

Percepio is based in Sweden and specializes in accelerating embedded software development through leading trace visualization tools for RTOS and Linux.

About Emprog

Emprog is a value added Representative based in Silicon Valley CA with major focus on development tools and solutions for the embedded and IoT market. Representing vendors with development tools such ThunderBench IDE for ARM, TouchGFX GUI framework, XStream Flashers, PC lint, Mjolner development services, Tracealyser for any RTOS and other complementary tools & solutions. Emprog enables thousands of engineers to develop their products using high performance 32-bit Cortex/ARM devices in several industry areas such as medical, IoT, consumer electronics, automotive, wireless, industrial controls and telecom

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