Partner program with quality label

Many micro-controller manufacturers have a tool and software partner program. ST Microelectronics has established additionally a quality label.

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(Source: ST Microelectronics)

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The French-Italian chipmaker, ST Microelectronics, is further increasing the market appeal of its STM32 micro-controller family by launching the "MadeForSTM32" label for qualified, reviewed, and approved products from the company's partners in the development ecosystem. Engineers designing with micro-controllers rely on the ecosystem that provides configuration and development tools, ready-to-use software examples and libraries, and printed circuit boards to prototype their applications and bring them into production. Because those embedded systems require a standardized embedded CAN network, CANopen and J1939 protocol stacks are needed.

The protocol stack vendors Emtas, Microcontrol, Port, and Simma are taking part already in ST's partner program. For many designers, the quality and effectiveness of the ecosystem is an important factor when choosing among micro-controller manufacturers for current and future designs. The STM32 family offers an already ecosystem that provides important software products and evaluation boards for developing with STM32 devices. Addressing the constant aim of helping customers find a solution for their design, ST is launching the "MadeForSTM32" program to review and qualify offerings from ST partners within the STM32 ecosystem. The quality label ensures that all products within the ecosystem are of consistently high quality.

"Our new label provides robust assurances for product designers by highlighting our assessment and approval of the quality and performance of third-party ecosystem products, as well as the customer support available," said Daniel Colonna, ST's Marketing Director. "There is added value for our ecosystem partners too, with branding using the MadeForSTM32 logo for approved products and literature, promotional opportunities, and access to the results of our technical evaluation to help drive continuous product improvement. The benefits of this program to both engineers and partners encourage significant expansion of the STM32 ecosystem with highquality products."

Seeger's Embos and Unison's Rowebots real-time operating systems (RTOS) have already been assessed and endorsed to become the first qualified approved pieces of embedded software. Other products are currently being evaluated. Microcontrol has submitted its protocol stacks for CANopen, CANopen FD, and J1939 for approval.

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