



Pioneer Selects Cypress' Wi-Fi® and Bluetooth® Combo Solution for In-vehicle Infotainment System

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In-dash Receiver Leverages Cypress RSDB Technology for Smartphone Mirroring

SAN JOSE, Calif.--(BUSINESS WIRE)--Jul. 18, 2018-- Cypress Semiconductor Corp. (NASDAQ:CY), the embedded solutions leader, today announced that Pioneer Corporation has integrated Cypress' Wi-Fi® and Bluetooth® Combo solution into its flagship in-dash navigation AV receiver. The solution enables passengers to display and use their smartphone's apps on the receiver's screen via Apple CarPlay™ or Android Auto™, which provide the ability to use smartphone voice recognition to search for information or respond to text messages. The Cypress Wi-Fi and Bluetooth combo solution uses Real Simultaneous Dual Band (RSDB) technology so that Apple CarPlay and Android Auto can operate concurrently without degradation caused by switching back and forth between bands.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180718005204/en/>



Pictured is Pioneer's AVH-W8400NEX in-dash infotainment receiver which uses Cypress' automotive Wi-Fi and Bluetooth combo solution to enable smartphone mirroring. (Photo: Business Wire)

Cypress to capture the growing chip content in cars, and we're seeing demand for similar forward-looking infotainment features for the connected living room."

The Pioneer AVH-W8400NEX receiver uses Cypress' CYW89359 combo solution, which includes an advanced coexistence engine that enables optimal performance for dual-band 2.4- and 5-GHz 802.11ac Wi-Fi and dual-mode Bluetooth/Bluetooth Low Energy (BLE) simultaneously for superior multimedia experiences. The CYW89359's RSDB architecture enables two unique data streams to run at full throughput simultaneously by integrating two complete Wi-Fi subsystems into a single chip. The CYW89359 is fully automotive qualified with AECQ-100 grade-3 validation and is being designed in by numerous top-tier car OEMs and automotive suppliers as a full in-vehicle connectivity solution, supporting infotainment and telematics applications such as smartphone screen-mirroring, content streaming and Bluetooth voice connectivity in car kits. More information on Cypress' RSDB and 802.11ac combo solutions is available at www.cypress.com/802.11ac.

Cypress Enables Leading-Edge Automotive Systems

Cypress works with the world's top automotive companies to develop leading-edge automotive systems, including Advanced Driver Assistance Systems (ADAS), 3-D graphics displays, wireless connectivity, full-featured touchscreens and superior body electronics. Cypress' automotive portfolio includes the Traveo™ and PSoC® MCUs, power-management ICs (PMICs), CapSense® capacitive-sensing solutions, TrueTouch touchscreens, NOR flash, F-RAM™ and SRAM memories, and Wi-Fi®, Bluetooth® and USB connectivity solutions. The portfolio is backed by Cypress' commitment to zero defects, excellent service and adherence to the most stringent automotive industry standards. Learn more at www.cypress.com/automotive.

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About Cypress

Cypress is the leader in advanced embedded solutions for the world's most innovative automotive, industrial, smart home appliances, consumer electronics and medical products. Cypress' microcontrollers, analog ICs, wireless and USB-based connectivity solutions and reliable,

"People want to be able to access their favorite smartphone apps and features everywhere they go, and our new flagship in-dash navigation AV receiver brings that user experience to their cars via Apple CarPlay and Android Auto," said Takashi Miyake, General Manager of Consumer Car Electronics Business Planning Division at Pioneer. "Robust wireless connectivity is a critical part of that experience, and Cypress' wireless combo solution with its unique RSDB technology offers the dedicated bandwidth required to deliver the performance customers expect."

"Switching between bands for smartphone mirroring just doesn't deliver the user experience people want, but our wireless solution with dual-Wi-Fi subsystems delivers double the bandwidth to bring an optimal mirroring experience to Pioneer's receiver," said Sudhir Gopalswamy, executive vice president of the Microcontrollers and Connectivity Division at Cypress. "This solution is helping

high-performance memories help engineers design differentiated products and get them to market first. Cypress is committed to providing customers with the best support and development resources on the planet enabling them to disrupt markets by creating new product categories in record time. To learn more, go to www.cypress.com.

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