Cypress Bluetooth® Audio Solution Delivers Best-in-class User Experience to Earbuds

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Provides Robust Connections for High-Fidelity Listening and Longer Playback Time

SAN JOSE, Calif.--(BUSINESS WIRE)--Sep. 17, 2018-- Cypress Semiconductor Corp. (NASDAQ: CY), the embedded solutions leader, today introduced a Bluetooth® audio offering that brings leading-edge performance to wireless earbuds and hearables. Based on the new Wireless Audio Stereo Synchronization (WASS™) application and the CYW20721 Bluetooth and Bluetooth Low Energy (BLE) Audio microcontroller (MCU), the solution provides robust connections for differentiated performance in wireless earbuds. The MCU features a link budget that is 6 dB better than competing chips, resulting in up to twice the range. The extended range and the WASS application combine to enable superior cross-body performance, giving users uninterrupted audio on their earbuds with their smart device in their back-pocket or on their wrist. The MCU also operates at nearly 50% lower power consumption than competing chips, enabling twice the playback time or the use of smaller batteries in sleeker form-factors.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20180917005226/en/

Pictured is Cypress' WASS Bluetooth audio solution that brings leading-edge performance to wireless earbuds and hearables. (Graphic: Business Wire)

The novel WASS application is available in Cypress' WICED ® Pro software development kit (SDK), the latest version of its all-inclusive WICED SDK that provides developers with a turnkey solution to get products to market quickly.

"Stereo synchronization has proven to be a difficult challenge in Bluetooth earbuds, as even the slightest connection loss can result in a frustrating user experience," said Brian Bedrosian, vice president of marketing for the IoT Business Unit at Cypress. "Cypress has solved this problem with our WASS solution, which uses the industry's best connectivity scheme to deliver a flawless user experience. Our lead customers are ecstatic about the performance they're getting and we believe consumers will be too when their earbuds deliver a wire-free and high-fidelity audio experience this holiday season."

The highly-integrated CYW20721 chip employs WASS software that leverages 15 years of innovation and development experience with headsets, mobile devices and virtual reality products. The multi-mode Bluetooth/BLE MCU also includes essential consumer features such as voice commands and cloud-based voice services.

Cypress' WICED Pro development platform supports an ecosystem that includes multiple audio codec partners, allowing for price and performance differentiation, including echo and noise cancellation. The WASS software further benefits from advanced wireless error correction algorithms in WICED Pro, offering high-fidelity connections. More information on Cypress' wireless solutions can be found at www.cypress.com/wireless.

About Cypress' WICED SDK

The Wireless Internet Connectivity for Embedded Devices (WICED) SDK enables cloud connectivity in minutes with its robust libraries that uniquely integrate popular cloud services such as Amazon Web Services, IBM Bluemix, Alibaba Cloud, and Microsoft Azure, along with services from private cloud partners. The WICED SDK also supports iCloud remote access for Wi-Fi-based accessories that support Apple® HomeKit™, which enables hub-independent platforms that connect directly to Siri voice control and the Apple Home app remotely. More information on Cypress' WICED SDK, ecosystem and community is available at http://www.cypress.com/wicedcommunity.

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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,

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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Cypress PR
Samer Bahou, 408-232-4552
samer.bahou@cypress.com