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DENSO Selects Cypress Semper Fail-Safe Storage for Next-Generation Automotive Applications

April 1, 2019

High-Density Semper Family Uniquely Leverages Arm Processor to Deliver the Performance and Reliability Required for Digital Cockpits with Advanced Graphics

SAN JOSE, Calif.--(BUSINESS WIRE)--Apr. 1, 2019-- Cypress Semiconductor Corp. (NASDAQ: CY) today announced that global automotive supplier DENSO Corporation has selected Cypress' Semper fail-safe storage for its next-generation digital automotive cockpit applications with advanced graphics. Architected with an embedded Arm® Cortex®-M0 processing core, the Semper family is purpose-built for the most demanding automotive environments. DENSO requires a high-performance code and graphics storage solution that is high-density, long-lasting, and designed for functional safety compliance.

The Cypress Semper family offers the highest density serial NOR Flash memory in the industry with up to 4Gb by leveraging Cypress' proprietary MirrorBit® process technology. The family also features EnduraFlex™ architecture which achieves greater reliability and endurance. Semper fail-safe storage devices were the first in the industry to achieve the ISO 26262 automotive functional safety standard and are ASIL-B compliant.

"The global automotive industry is undergoing a once-in-a-century shift that will fundamentally reshape transportation, and DENSO is committed to addressing this by advancing automotive innovation that enables a safer, more comfortable and convenient mobility experience for everyone," said Mike Murzyn, vice president of cockpit engineering, DENSO International America. "DENSO looks forward to continuing our relationship with Cypress through their next-generation memory product line-up. This technology will help fulfill the high performance and reliability requirements that enable advanced functionalities, including high-end graphic solutions."

"Cypress is committed to the success of our customers and ecosystem partners by offering the most advanced fail-safe storage products with integrated compute core for automotive applications," said Rainer Hoehler, vice president of the Flash Business Unit at Cypress. "DENSO's next-generation cockpit solutions are pushing the limits forward and our Semper family meets the toughest requirements for high-density NOR Flash by delivering the ultimate performance, reliability, and functional safety for mission-critical automotive applications."

The world-class Cypress Semper family includes AEC-Q100-qualified devices at the industry's highest density. Cypress Semper fail-safe storage products exceed automotive quality and functional safety requirements with ASIL-B compliance and are ready for use in ASIL-D systems. More information on the Cypress Semper Flash family is available at www.cypress.com/semper-flash.

Availability

Cypress' 512Mb, 1Gb and 2Gb Semper devices are currently sampling.

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 Traveo™ and PSoC® microcontrollers (MCUs), CapSense® capacitive-sensing solutions, TrueTouch® touchscreen solutions, Wi-Fi®, Bluetooth® and USB connectivity solutions, power-management ICs (PMICs), and storage. The portfolio is backed by Cypress' commitment to pursue zero defects, provide excellent service and adhere 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, wireless and USB-based connectivity solutions, analog ICs, 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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Source: Cypress Semiconductor Corp.

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