Toshiba Speeds Ahead with Next-Generation Automotive Advanced Driver Assistance Systems Using Cypress Semper Fail-Safe Storage

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High-Density Semper NOR Flash Family Enhances Functional Safety in Latest Toshiba Visconti^{TM} ADAS SoC Targeted for Autonomous Driving Applications by Major Auto Makers

SAN JOSE, Calif.--(BUSINESS WIRE)--Dec. 11, 2019-- Cypress Semiconductor Corp. (NASDAQ: CY) today announced that Toshiba Electronic Devices & Storage Corporation ("Toshiba") has selected [Cypress' Semper](#) NOR Flash for its next-generation Visconti^{TM} family of automotive Advanced Driver Assistance Systems (ADAS). Architected with an embedded Arm$^®$ Cortex$^®$-M0 processing core, the Semper family is purpose-built for the most demanding automotive environments where high-density and functional safety compliance are required. The Toshiba Visconti^{TM} ADAS SoC is specifically targeted for major automobile makers working toward Autonomous Driving level 2.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20191211005044/en/

(Photo: Business Wire)

The Cypress Semper NOR Flash family leads the industry in Functional Safety compliance and was the first flash to be designed specifically to meet the ISO26262 automotive functional safety standard, reaching ASIL-B compliancy. Semper NOR Flash also supports automotive temperatures up to +125°C (AEC-Q100 Grade 1) and meets the density and performance requirements for storage in ADAS applications through Autonomous Driving level 5.

"For the Toshiba Visconti ^{TM}5 ADAS SoC, it is critical that the integrated components selected for the design are field-proven, built to the highest standards of safety and reliability, and will have the endurance required for advanced ADAS applications," said Takeshi Sugahara, Technology Executive of Toshiba Electronic Devices & Storage Corporation. "Cypress' fail-safe storage solutions are a key to enable our Visconti^{TM}5 platform to exceed our customers' expectations and requirements for next-generation automotive designs."

"Cypress is proud of its success in providing the world's most advanced and reliable fail-safe storage products with integrated compute core and functional safety for automotive applications," said Amr El-Ashmawi, vice president of marketing, Memory Products Division at Cypress. "As the world's number one market share provider of automotive-grade flash, we look forward to continuing our collaborative work with Toshiba for delivering next-generation ADAS systems in this growing segment of the automotive market."

More information on the Cypress Semper NOR Flash family is available at www.cypress.com/semper-flash.

More information about Toshiba and its Visconti^{TM} platform is available at: https://toshiba.semicon-storage.com/ap-en/product/automotive/image-recognition.html

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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