# Cypress Webinar on October 8 to Teach Fundamentals of USB3.0
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## Free Online Seminar Hosted with EE Times and USB Market Leader Will Demystify USB3.0 for Engineers

SAN JOSE, Calif., October 1, 2009 – Cypress Semiconductor Corp. (NYSE: CY), the market leader in USB, today announced a free, online seminar that presents the basics of the USB3.0 specification. The 60-minute webinar, entitled "Fundamentals of USB3.0," will be presented in conjunction with EE Times on Thursday, October 8 at 9:00 a.m. PDT. Online registration is available at http://www.techonline.com/learning/webinar/220200080.

USB is the most successful peripheral interconnect and is heavily adopted in consumer electronics and PC peripherals. USB3.0 is the next revolution in the wired USB market, offering the same ease of use and flexibility that users have become comfortable with, but at the much higher data rate of 5Gbps. The USB3.0 specification also delivers excellent power management, which is very important for "Sync & Go" applications that need to maintain long battery life.

In this webinar, Cypress representatives will help engineers understand why USB3.0 is relevant, where it differs from USB2.0, and how it compares to PCI Express and other interfaces. Additionally, the presenters will look at early applications and usage models.

Cypress entered the USB market in 1996 with the goal of "Making USB Universal®" and has since become the leading USB device supplier in a wide variety of applications. In July 2009, announced it has shipped over one billion USB controllers and is committed to supporting USB3.0. Cypress offers the industry's most complete portfolio of USB devices, including low-, full-, and high-speed controllers, embedded hosts, hubs, application specific bridges, transceivers and wireless solutions.

Cypress's well established portfolio includes enCoRe™ and EZ-USB® USB controllers, West Bridge® peripheral controllers and WirelessUSB™ 2.4-GHz radios. Cypress's hallmark USB device, the EZ-USB FX2 controller, continues to provide unparalleled flexibility to customers seeking to add USB to new applications.

Cypress also provides the industry's most comprehensive USB software support, reference designs and driver suites. This "whole product" support enables customers to bring USB-enabled products to market faster and has helped to forge long-lasting relationships with leading manufacturers worldwide. For more information, visit www.cypress.com/go/USB.

### About Cypress
Cypress delivers high-performance, mixed-signal, programmable solutions that provide customers with rapid time-to-market and exceptional system value. Cypress offerings include the PSoC® programmable system-on-chip, USB controllers, general-purpose programmable clocks and memories. Cypress also offers wired and wireless connectivity technologies ranging from its CyFi™ Low-Power RF solution, to West Bridge® and EZ-USB® FX2LP controllers that enhance connectivity and performance in multimedia handsets. Cypress serves numerous markets including consumer, computation, data communications, automotive, and industrial. Cypress trades on the NYSE under the ticker symbol CY. Visit Cypress online at www.cypress.com.

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