



September 24, 2009

Cypress To Highlight New PSoC® 3 Architecture With Avnet at 37 X-Fest Locations Around The World

Last Updated: 09/24/2009

Attendees Will See Revolutionary Programmable System-on-Chip Platform and Can Attend Three Technical Sessions for In-Depth Practical Training

SAN JOSE, Calif., September 24, 2009 – Cypress Semiconductor Corp. (NYSE: CY) today announced that it will partner with Avnet, Inc. (NYSE:AVT) for the X-Fest global series of free technical seminars to be held in 37 locations around the world from October 2009 through February 2010. Interested parties can get more information and register for a local event at www.cypress.com/go/xfest.

Cypress will demonstrate its newly announced PSoC® 3 programmable system-on-chip architecture. The new PSoC architectures dramatically increase performance and extend the world's only programmable analog and digital embedded design platform, delivering unmatched time-to-market, integration, and flexibility across 8-, 16-, and 32-bit applications. This new embedded design platform is powered by the revolutionary PSoC Creator™ Integrated Development Environment, which introduces a unique schematic-based design methodology along with fully tested, pre-packaged analog and digital peripherals easily customizable through user-intuitive wizards and APIs to meet specific design requirements.

In addition to the demonstrations, Cypress will be participating in three technical sessions at the X-Fest events:

• Interfacing to an Analog World

Attendees will see real-world examples of multiple sensor input signal conditioning, and see the important effects that filtering and amplification can have on low level signals. It will also explore the design considerations around analog resolution, sampling speeds and converter topologies.

• Designing Products for the Human Experience

This session will teach engineers how to design intuitive, reliable Human-Machine Interfaces with CapSense® touch-sensing, low-cost custom segment LCDs, and low-cost USB connections to a host PC. Attendees will also learn how to save power and cost through clever design techniques employed on the new Xilinx Spartan-6 LX16 platform designed by Avnet.

• Powering Xilinx Virtex®-6 and Spartan®-6

This session will explain the key requirements of powering the Virtex-6 and Spartan-6 FPGAs., as well as various techniques in designing a very low power Spartan-6 based system. In addition to seeing the design trade-offs involved in using linear regulators, switchers and integrated modules, attendees will learn new techniques for managing the overall power system, improving energy efficiency, and measuring power consumption in real time using PSoC 3 precision analog capabilities.

"We're excited to be working with Avnet to present our new PSoC solutions to engineers around the world," said Geoff Charubin, vice president of Worldwide Distribution for Cypress. "X-Fest attendees understand the importance of programmability, so this provides a great venue to showcase the flexibility, performance and integration of these new architectures."

About X-Fest

From October 2009 through February 2010, X-fest events will be hosted in 37 locations throughout Asia, Europe, North America and Japan. X-fest is a global series of free technical seminars, offering practical, how-to training for designers interested in using the new Spartan-6 and Virtex-6 FPGA families from Xilinx.

These full-day events will showcase innovative design techniques, methodologies and implementations as well as reference designs from multiple manufacturers that can accelerate myriad applications from PCIe to video to wireless to embedded networking and more! Don't miss this opportunity to learn how to maximize next generation FPGAs and to improve your design capabilities. More information and registration details are available at <http://www.weboom.com/avnet/index.html>.

About PSoC 3 and PSoC 5

The new PSoC 3 and PSoC 5 architectures include high-precision programmable analog capability (up to 20-bit resolution

for an Analog to Digital Converter) and expanded programmable digital resources integrated with powerful, industry-standard MCU cores and ample memory and communications peripherals. The PSoC 3 devices are based on a new, high-performance 8-bit 8051 processor, while the PSoC 5 devices include a powerful 32-bit ARM Cortex-M3 processor. The new products provide designers with a seamless, programmable design platform, enabling easy migration from 8 to 32 bits. The robust features of these new solutions dramatically expand the applications and markets that PSoC can address, including automotive, portable medical, industrial and many more.

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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