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## **Cypress University Alliance and Bhubaneswar Institute of Technology (BIT) Team Up To Build New PSoC® Laboratory**

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### **Joint PSoC Lab will offer hardware, software, training and support services; Cypress to donate development kits and software**

BANGALORE, India, September 17, 2009 - Cypress Semiconductor Corp. (NYSE: CY) and Bhubaneswar Institute of Technology (BIT) announced a partnership to set up a Programmable System on Chip (PSoC®) lab at Bhubaneswar. The agreement was signed at Cypress headquarters in San Jose, California, by BIT Chairman, Dr. Rabi Mahapatra and Cypress University Alliance Director, Patrick Kane.

As part of the agreement, Cypress will provide hands-on training to the faculty and students of BIT, along with free hardware kits and software tools. BIT will provide the facilities for the laboratory.

BIT plans to immediately introduce PSoC training for its 120 students in Electronics & Communication Engineering (ECE) and Electrical & Electronics Engineering (EEE), beginning with the students' first year. It plans to develop courseware and lab material for its basic electronics labs on the PSoC platform. A two-semester course on PSoC has also been planned at BIT, in which the course materials will be developed by the faculty of BIT in collaboration with Cypress. The course will include both theories and practical lab sessions, with emphasis on allowing students to use PSoC in innovative applications and in their academic projects.

This Laboratory will expose the students to the PSoC platform, a flexible family of devices with programmable analogue and digital blocks integrated with a microcontroller. With its unique architecture, PSoC provides an unrivaled learning platform for embedded design students. The lab will also be used for training the local engineering community

"PSoC combines the familiarity of a microcontroller, configurability of a CPLD and the capabilities of an ASIC. This unique platform provides a powerful development environment to learn practical design skills," said Dr. Mahapatra, Chairman of BIT. "Our partnership will allow ECE & EEE students to receive hands-on lab experience using Cypress's industry-leading technology right from their first year. This is in tune with BIT's hands-on learning methodology and will significantly augment traditional lectures, exercises and assignments. This demonstrates BIT's commitment to bring emerging technologies to education in Orissa."

"We are pleased to partner with BIT on this new PSoC lab," said Kane. These agreements are exactly what the Cypress University Alliance is about - partnering with leading universities and students to establish PSoC as the premier embedded design learning platform,"

#### **About Bhubaneswar Institute of Technology**

Bhubaneswar Institute of Technology (BIT) is the first venture of Orissa Millennium Education Trust, founded by Prof. Rabi Mahapatra. BIT was launched as a shared vision of U.S. based academicians and industry professionals from US and India to establish leadership in learning, research and services and preparing students for a global society.

#### **About the Cypress University Alliance**

Cypress's University Alliance Program is a multifaceted program empowering electronics engineering and computer science students to develop the skill sets needed to perform in today's marketplace. The program mounts regional design competitions, offers academic workshops, and maintains a university alliance website ([www.cypress.com/cua](http://www.cypress.com/cua)) which provides access to myriad free design resources, evaluation boards and online courses.

#### **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

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