



September 25, 2009

## **Arrow Asia and Cypress to Host PSoC® 3 and PSoC 5 New Product Seminar in China Last Updated: 09/25/2009**

### **Unveils Breakthrough Programmable System-on-Chip Architectures with Higher Integration, Faster Time-to-Market, and Greater Embedded Design Flexibility**

HONG KONG, September 25, 2009 - Arrow Asia Pac Ltd., a business unit of Arrow Electronics, Inc. (NYSE: ARW), announced that it will partner with Cypress Semiconductor Corp. (NYSE: CY) to deliver a series of seminars on Cypress's new PSoC® 3 and PSoC 5 programmable architectures in China. The seminars will be held in three cities, including in Nanjing on October 21, in Beijing on October 23, and in Shenzhen on October 28. Arrow and Cypress will introduce Cypress's newest programmable embedded system design platform technologies and a host of applications.

The seminars aim to provide an introduction to Cypress's latest PSoC product families and design methodology, with a focus on its PSoC Creator™ development software. The tool enables engineers to design the way they think, using schematic-based design capture along with certified, pre-packaged components to quickly and efficiently create custom solutions. The seminars will feature in-depth technical presentations on how to apply programmable solutions to embedded analog and digital design challenges. Participants will have a chance to see a live demo of Cypress's next generation PSoC design methodology, capacitive touch interface solution, motor control solution, and highly integrated LED lighting control solution.

"We are excited and proud to be the first global distributor to launch the latest Cypress PSoC technologies in China," said CC Lim, vice president of marketing for Arrow Asia Pac. "Collaboration with Cypress reinforces our commitment to bringing some of the most innovative programmable embedded system design platforms in the industry to market in Asia. Arrow's strong capabilities in demand creation, technical services, and supply chain solutions are uniquely positioned to help customers fully leverage Cypress's PSoC technologies, enjoy breakthrough design without constraints and get to market faster than anyone else."

"We're looking forward to working with Arrow to bring the benefits of our new PSoC families to engineers in greater China," said Geoff Charubin, vice president of Worldwide Distribution for Cypress. "Arrow's broad customer base and strong technical capabilities will be invaluable in informing customers about PSoC, helping them to complete designs, and fulfilling the demand we expect to be created."

#### **Seminar schedule and venues:**

##### **Nanjing**

Date: October 21, 2009 (Wednesday)

Time: 11:00am - 5:00pm

Venue: Crowne Plaza Nanjing

Address: No.89 Hanzhong Road, Nanjing 200029 P.R. China

##### **Beijing**

Date: October 23, 2009

Time: 11:00am - 5:00pm

Venue: The St. Regis Beijing

Address: 21 Jianguomenwai Dajie, Beijing 100020 P.R. China

##### **Shenzhen**

Date: October 28, 2009

Time: 11:00am - 5:00pm

Venue: Four Points by Sheraton Shenzhen

Address: 5 Guihua Road, Futian Free Trade Zone, Shenzhen, Guangdong 518038 P.R. China

Seminar attendees will have a chance to win a free PSoC 3 FirstTouch™ Starter Kit and/or a PSoC Development Kit. The US\$249 CY8CKIT-001 PSoC Development Kit provides users a common development platform for prototyping and evaluating different solutions using any one of the PSoC 1, PSoC 3, or PSoC 5 architectures. This kit includes several

example projects with step-by-step instructions to enable users to get started developing PSoC solutions. PSoC CY8C29 and PSoC 3 CY8C38 Family Processor Modules are included. The US\$49 CY8CKIT-003 PSoC 3 FirstTouch Starter Kit features an array of sensors, I/O's, projects, and software. Serial Wire Debugging (SWD), an Accelerometer, a Thermistor, Proximity Sensing, a CapSense® touch-sensing interface, a 12-pin wireless module header, and 28 general purpose I/O pins (GPIOs) are all included.

For registration and more information, please go to [http://www.arrowasia.com.hk/event\\_registration/](http://www.arrowasia.com.hk/event_registration/).

### **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. More information about PSoC products is available at [www.cypress.com/psoc](http://www.cypress.com/psoc) and free online training is at [www.cypress.com/psoctraining](http://www.cypress.com/psoctraining).

### **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](http://www.cypress.com).

### **About Arrow Asia Pac**

A business unit of Arrow Electronics, Inc. (NYSE: ARW), Arrow Asia Pac is one of Asia-Pacific's leading electronic component distributors. In addition to its regional headquarters in Hong Kong, Arrow Asia Pac operates 54 sales offices, four primary distribution centers and 14 local warehousing facilities in 13 countries/territories across Asia.

Providing a full range of semiconductors, passive, electromechanical and connector products from more than 200 leading international and local suppliers, Arrow Asia Pac serves more than 10,000 original equipment and contract manufacturers and commercial customers in the Asia-Pacific region. Visit us at [www.arrowasia.com](http://www.arrowasia.com).

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