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September 3, 2009

New Multi-Touch All-Point Solution Extends Cypress's Touchscreen Leadership with Fastest Scan Times, High Accuracy and Advanced Features for the Ultimate User Experience
Last Updated: 09/03/2009

Flexible PSoC®-Based TrueTouch™ Solution Delivers "Ghost-Free" Sensing of up to 10 Fingers at Once Using Production Proven Multi-touch All-Points Sensing Technology

SAN JOSE, Calif., September 3, 2009 – Cypress Semiconductor Corp. (NYSE: CY) today introduced new, fully-integrated TrueTouch™ touchscreen controllers, the TMA300 family, based on the PSoC® programmable system-on-chip architecture. The new controllers offer best in class performance and unique features that are helping to accelerate the development of next-generation differentiated touchscreen-based user interfaces for applications in mobile handsets, portable media players, netbooks, notebooks, printers, digital still cameras, GPS systems and more.

The TMA300 family represents the next generation of multi-touch all-point technology that Cypress pioneered in 2008. The integrated analog sensing engine offers the industry's fastest and most accurate touchscreen user experience. This responsiveness allows tracking of multiple fingers simultaneously with precise x-y locations and without user delays or problems with erroneous "ghost" responses. The family supports traditional gestures such as tap, double-tap, pan, pinch, scroll, and rotate, and also provides developers a unique platform to create custom gestures without being constrained to two-finger touch.

Cypress offers the TMA300 family in a tiny chip-scale package (CSP) as well as in a thin 0.6mm QFN package. These package options give end customers a range of options for mounting the controllers on flex modules and/or directly on a printed circuit board with minimal area impact. The new devices also support input voltages from 1.7V to 3.6V, enabling very low power consumption for battery operated devices.

Cypress has shipped millions of TrueTouch touchscreen controllers to date. The company was the first to introduce multi-touch all-point functionality and this proven technology has been in mass production since 2008.

The TMA300 family will support a range of new features including low-cost 3mm passive stylus input, proximity detection that enables ear/face/palm rejection, water proofing and a "hover" feature that meets the touch requirements for operating systems such as Symbian, Android, Windows Mobile and Windows7. In addition, the new devices offer Cypress's legendary noise immunity with patented capacitive sensing technology that enables flawless operation in noisy RF and LCD environments.

The flexibility and best-in-class performance of the TrueTouch solution allow customers to rapidly develop leading-edge solutions without having to buy turnkey modules. They have a choice of using touch sensors (glass or film) and LCDs from preferred partners, and can develop innovative mechanical designs ranging from flat to curved surfaces of varying thickness. Based on customer feedback, these features are unique in the industry, and combined with the performance of the TMA300 family, give the Cypress solution dramatic advantages over competing offerings.

"Our new multi-touch all-point TrueTouch family has been designed-in to multiple platforms by top-tier manufacturers," said Chris Seams, executive vice president of Sales and Marketing at Cypress. "Our customers continue to choose TrueTouch for its performance, flexibility and value."

"Cypress's new multi-touch touchscreen controllers deliver the industry's fastest and most accurate tracking, and the excellent power consumption required by world-class consumer electronics devices," said Norm Taffe, executive vice president of the Consumer and Computation Division at Cypress. "These improvements add to the TrueTouch architecture's advantages of programmability and integration, as well as the flexibility to choose from a wide range of touchscreen module suppliers."

Availability
The new multi-touch all-point TrueTouch family includes the CY8CTMA300E device with 32 Kbytes of Flash and the CY8CTMA301E device with 16 Kbytes of Flash. Both products are offered in 36- and 48-pin QFN packages, and the

CY8CTMA300E is also offered in a tiny 49-pin chip-scale package. The devices have been sampling since early 2009 with leading OEMs and have already achieved multiple design wins. Volume ramp-ups with leading OEMs have already started. Development kits are available to select customers through Cypress sales. A high-resolution photo is available at www.cypress.com/go/pr/truetouch3photo.

About TrueTouch
The PSoC-based TrueTouch solution employs proven Cypress capacitive sensing technology that has replaced over 3.5B mechanical buttons. TrueTouch solutions are targeted at consumer applications that require very low power, superior noise immunity, and tiny package options. TrueTouch programmability allows customers to build custom solutions that meet unique user interface requirements, including gesture-based functions. The solution works with various industrial materials such as glass and plastics, giving customers maximum flexibility to create sleek industrial designs. It also operates flawlessly in noisy environments with interference from RF and LCD noise sources.

Cypress's TrueTouch touchscreen solution is based on projected capacitive touchscreen technology, offering numerous benefits over resistive touchscreens. These advantages include optical clarity, durability, reliability and cost-effective implementation of multi-touch features.

PSoC -- Because Change Happens
PSoC devices employ a highly configurable system-on-chip architecture for embedded control design, offering a flash-based equivalent of a field-programmable ASIC without lead-time or NRE penalties. PSoC devices integrate configurable analog and digital circuits, controlled by an on-chip microcontroller, providing both enhanced design revision capability and component count savings. They include up to 32 Kbytes of Flash memory, 2 Kbytes of SRAM, an 8x8 multiplier with 32-bit accumulator, power and sleep monitoring circuits, and hardware I2C communications. A single PSoC device can integrate as many as 100 peripheral functions saving customers design time, board space and power consumption while improving system quality and reducing system cost.

The flexible PSoC resources allow designers to future-proof their products by enabling firmware-based changes during design, validation, production, and in the field. The unique PSoC flexibility shortens design cycle time and allows for late-breaking feature enhancements. All PSoC devices are also dynamically reconfigurable, enabling designers to morph internal resources on-the-fly, utilizing fewer components to perform a given task. More information about PSoC products is available at www.cypress.com/psoc and free online training is at 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.

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