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Cypress CapSense® Solution Delivers Interference-Resistant Touch-Sensitive Controls in New Midea Microwave **Last Updated: 08/14/2009**

Flexible PSoC®-Based Solution Implements 13 Buttons and One Slider, LED Control, I2C Communication and Noise-Immunity Algorithm on a Single Chip

SAN JOSE, Calif., August 17, 2009 – Cypress Semiconductor Corp. (NYSE: CY) today announced that its PSoC®-based CapSense® capacitive touch-sensing solution has been selected to power the controls of a new microwave oven from Midea, a leading home appliance manufacturer in China. The CapSense solution delivers reliable operation for 13 buttons and one slider, employing the industry's most robust RF noise-immunity and a specialized, adaptive algorithm to filter noise from disruptive microwave radiation. CapSense's flexible programmable system-on-chip architecture enabled Midea's designers to implement LED control and I2C communication with the same CapSense device - a capability called CapSense Plus™.

Midea's new TW025LC7-BR microwave also functions as a barbeque and steam-cooker. The appliance's steam-cooking method minimizes the loss of nutrients. The microwave is easy-to-clean, energy efficient and durable, leveraging the proven water-resistance of CapSense controls. The touch-sensing controls also add to the appliance's smart looks and efficient operation.

"As the established leader in touch-sensing, Cypress's capacitive sensing methods are several generations ahead of competing products," said Gokul Krishnan, Director of Marketing for the User Interface Business Unit at Cypress. "This technical advantage is manifested in features such as robust immunity to water and radiation and the ability to integrate additional functions. This makes CapSense the ideal solution for leading white goods manufacturers such as Midea."

"CapSense enabled us to achieve the reliable performance and stylish design we wanted for our new microwave," said Yao Long, project manager at Midea. "Additionally, Cypress helped speed our time to market with easy-to-use tools, testing firmware and outstanding design support."

A high-resolution photo of Midea's TW025LC7-BR microwave is available at www.cypress.com/go/pr/photo/mideamw.

About CapSense

Cypress's CapSense Touch-Sensing solution has replaced 3.5 billion mechanical buttons in mobile handsets, laptops, consumer electronics, white goods, automotive applications, and virtually any system that has a mechanical button or switch, making Cypress the industry touch-sensing leader. The CapSense portfolio, the industry's broadest and most integrated, enhances industrial design and reliability with the most noise-immune and water tolerant capacitive touch-sensing interfaces, including proximity sensing where direct touch is not required. CapSense proximity sensing, with its industry leading detection range up to 25 cm, provides power savings by activating an interface only when needed while further enhancing industrial designs by only exposing interfaces when necessary. Based on the PSoC programmable system-on-chip architecture and the PSoC Designer™ Embedded-System Design Tool, users complete CapSense designs quickly and easily using pre-configured and verified "user modules" and real-time sensor tuning and monitoring. Learn more about CapSense online at www.cypress.com/go/capsense.

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 Media Group

Midea Group is one of the largest household appliance production and export companies in China. For more information, visit <http://global.midea.com.cn>.

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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