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## **Cypress Expands Highly-Integrated USB and MCU Portfolio with New Full-Speed USB and Low-Voltage Wireless Controllers**

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### **New enCoRe™ V and enCoRe V LV Families Offer Component Reduction Technology And Up to 32 KB of Flash to Target Full-Featured Human Interface Devices**

SAN JOSE, Calif., August 10, 2009 – Cypress Semiconductor Corp. (NYSE: CY), the market leader in USB, today announced the new enCoRe™ V Full-Speed USB peripheral microcontrollers (MCUs) and enCoRe V LV (Low Voltage) wireless MCUs. The new highly-integrated families offer up to 32 KB of Flash memory, three 16-bit timers and up to 36 general purpose I/Os (GPIOs) to accommodate enhanced multimedia features in human interface devices (HIDs). Cypress also introduced the CY3660 enCoRe V / LV Development Kit, which shortens the design time of laser mice, gaming controllers and keyboards, wireless dongles, remote controls, mobile handset accessories and Point-of-Sales devices.

The in-system reprogrammable enCoRe V and enCoRe V LV MCUs provide design flexibility with a 10-bit ADC, Flash memory with EEPROM emulation, and small form-factor packages. The enCoRe V devices also include eight USB endpoints. The enCoRe V LV family operates in the full range of 1.7V to 3.6V, with low power consumption for prolonged battery life in wireless applications, especially when paired with Cypress's low-power WirelessUSB™ LP 2.4-GHz radio. All enCoRe MCUs include Cypress's patented crystal-less oscillator and integrated pull-up resistor to reduce component count and BOM cost.

"The enCoRe V and enCoRe V LV families address the growing trend in PC peripheral systems to include enhanced features that require more memory, more I/Os and full-speed USB," said Carl Brasek, director of HID Solutions in the USB Business Unit at Cypress. "Cypress has shipped over one billion USB controllers, and we're committed to maintaining our leadership position by introducing innovative products with unparalleled support."

The CY3660 enCoRe V / LV Development Kit includes an In-Circuit Emulator (ICE) that works in conjunction with actual silicon to provide an accurate and efficient development system. License-free PSoC Designer™ software included with the kit consists of a graphical user interface, assembler, C compiler, and a linker and debugger for a highly integrated code development environment. Pre-configured code to implement standard-compliant Full-Speed USB and other peripherals simplifies design and shortens development time.

The CY3660 development kit includes:

- Two DVK Boards (enCoRe V and enCoRe V LV development boards)
- Two WirelessUSB LP Radio Modules
- Two 12V Power Supplies and a USB Type A to Mini-B Cable
- PSoC MiniProg for programming the onboard On-Chip-Debugger chips
- LCD Module for data display and prototyping
- PSoC Designer software development tool with complete set of user modules
- Four firmware examples with complete source code.

#### **About the enCoRe Family**

Cypress's enCoRe (enhanced component reduction) USB technology features a crystal-less oscillator, ending the need for an external crystal or resonator. Cypress has also integrated other external components commonly found in USB applications, including pull-up resistors, wake-up circuitry, and a 3.3V regulator. This integration results in shorter development cycles and lower system costs. In addition, the enCoRe family offers a Flash-based design that enables storage of wireless binding parameters as well as in-system reprogrammability and EEPROM emulation.

#### **Availability and Photo**

The enCoRe V and enCoRe V LV MCUs are currently sampling with production expected in the third quarter of 2009. The CY7C643XX enCoRe V devices and the CY7C604XX enCoRe V LV devices are available in 16-, 32-, and 48-pin QFN packages. The CY3660 enCoRe V / LV Development Kit is available from the Cypress eShop at [www.cypress.com](http://www.cypress.com) for US\$399. For a high-resolution photo of the devices, visit [www.cypress.com/go/PR/photo/enCoReV](http://www.cypress.com/go/PR/photo/enCoReV).

#### **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).

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