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Cypress Enables Portable Device Connectivity in Cars with Two Automotive-Qualified USB Devices

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New EZ-USB®-HX2LP Hub and EZ-Host™ Devices Expand Reach of Market-Leading USB Portfolio into Navigation, Infotainment and Other Automotive Applications

SAN JOSE, Calif., September 21, 2009 – Cypress Semiconductor Corp. (NYSE: CY), the market leader in USB, today announced it has expanded its automotive-grade portfolio with two USB devices—the EZ-USB®-HX2LP 4-port high-speed USB hub and the EZ-Host™ full-speed USB host. The AEC-Q100 auto-qualified devices are ideal for automotive applications such as navigation, infotainment, vehicle data recorders (VDRs) and data loggers.

The CY7C65630 EZ-USB HX2LP hub has a single Transaction Translator (1-TT) ideal for low-power applications. The device can connect to all low-speed, full-speed and high-speed USB devices on the downstream, and it supports both self-powered and bus-powered modes. The CY7C67300 EZ-Host device offers up to four host ports and can work both in stand-alone and co-processor modes. In co-processor mode, it can support interfaces such as SPI, HSS and HPI. With 32 general-purpose I/O (GPIO) pins, the EZ-Host device can be configured to provide extended functionalities. For more information on Cypress's automotive portfolio, visit www.cypress.com/go/pr/automotive.

“Our newly automotive-qualified devices leverage Cypress's reliability and expertise as the global market leader in USB, and we are keen to expand that leadership position,” said Alakesh Chetia, vice president of the USB Business Unit at Cypress. “These USB devices fit in well with our automotive-qualified PSoC® devices, memories and clocks in Cypress's expanding automotive portfolio. We will continue to grow our USB products for automotive in the coming years to cater to the ever increasing connectivity requirements of the automotive industry.”

Cypress's well established USB portfolio includes enCoRe™ and EZ-USB USB controllers, West Bridge® peripheral controllers and WirelessUSB™ 2.4-GHz radios. Cypress's hallmark USB device, the EZ-USB FX2 controller, continues to provide unparalleled flexibility to customers seeking to add USB to new applications.

Cypress also provides the industry's most comprehensive USB software support, reference designs and driver suites. This “whole product” support enables customers to bring USB-enabled products to market faster and has helped to forge long-lasting relationships with leading manufacturers worldwide. For more information on Cypress's USB portfolio, visit www.cypress.com/go/pr/usb.

Cypress's automotive portfolio includes the PSoC programmable system-on-chip, USB embedded hosts and hubs, timing solutions, fast asynchronous SRAMs, MicroPower asynchronous SRAMs and synchronous SRAMs.

Availability and Photo

The two new automotive qualified USB devices are currently in production. The CY7C65630-56LFXA EZ-USB HX2LP hub is available in a 56-pin QFN package, and the CY7C67300-100AXA EZ-Host device is available in 100-pin TQFP package. A high-resolution photo of the device is available at www.cypress.com/go/pr/autousbphoto.

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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