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Cypress CEO T.J. Rodgers to Give Keynote Address on System-Level Programmability at Embedded Systems Conference in Boston **Last Updated: 09/16/2009**

Company to Demonstrate Revolutionary Embedded Design Platform Based on New PSoC® 3 and PSoC® 5 Architectures and PSoC Creator™ Software in Booth 501

SAN JOSE, Calif., September 16, 2009 – Cypress Semiconductor Corp. (NYSE: CY) today announced its founder, president and CEO T.J. Rodgers will present the keynote address at the 2009 Embedded Systems Conference in Boston on Wednesday, September 23 at 9:30 a.m. in Hall D of the Hynes Convention Center. The address will examine how true system-level programmability – the ability to use programmable resources to create, change and reuse designs quickly and efficiently in software – is enabling designers to develop feature-rich products quickly and cost-efficiently with the ability to accommodate last-minute changes.

Cypress will demonstrate its newly announced PSoC® 3 and PSoC 5 programmable system-on-chip architectures in booth 501 at the show from September 22-23. The new PSoC architectures dramatically increase performance and extend the world's only programmable analog and digital embedded design platform, delivering unmatched time-to-market, integration, and flexibility across 8-, 16-, and 32-bit applications. This new embedded design platform is powered by the revolutionary PSoC Creator™ Integrated Development Environment, which introduces a unique schematic-based design methodology along with fully tested, pre-packaged analog and digital peripherals easily customizable through user-intuitive wizards and APIs to meet specific design requirements.

The live demonstrations show how the PSoC embedded design methodology help engineers solve key challenges in such areas as user interfaces, intelligent sensing, power efficiency, connectivity and lighting. Cypress will also present 15-minute, theater-style presentations at regular intervals in the Cypress booth on how to apply the PSoC embedded design methodology. For more information, visit www.cypress.com/go/pr/esc2009 or email escshow@cypress.com.

Additionally, Cypress and Future Electronics will offer in-depth training workshops on the PSoC platform on Tuesday, September 22, starting at 11:30 a.m. in Room 204. These 60-minute courses will cover the fundamentals of the PSoC embedded design methodology, and include a series of hands-on labs that will show how to solve many common design challenges. Topics covered include:

- [Easing Embedded Design with True System-on-Chip Programmability](#) – This hands-on course will introduce Cypress's latest PSoC architectures and demonstrate how they overcome common design limitations. Attendees will receive a free copy of Cypress's PSoC Creator integrated development environment and a Keil CA51 compiler.
- [Digital Designs in a Programmable System-on-Chip](#) – Attendees will learn how to accelerate designs and get to market faster in this course that introduces the programmable digital fabric within the new PSoC architectures.
- [Analog Designs in a Programmable System-on-Chip](#) – Attendees will learn how to address complex analog designs and integrate high-precision analog peripherals (e.g., sense/control, touch-sensing) with ease using the new PSoC architectures and PSoC Creator.

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.

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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