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Draft for Approval

Cypress Announces USB-IF Certification of SuperSpeed USB Controllers

Empowering Product Developers Worldwide to “Super-speed” their designs with USB-IF certified Cypress USB 3.0 Solutions

SAN JOSE, Calif, January 05, 2011 – Cypress Semiconductor Corp. (Nasdaq: CY), the market leader in USB controllers, today announced USB-IF certification of its two SuperSpeed USB Peripheral Controllers: EZ-USB® FX3 (CYUSB3014) and West Bridge® Benicia (CYWB0263BB). Both of these peripheral controllers are in full production now.

Adding SuperSpeed USB Connectivity to any System

EZ-USB® FX3 is one of the first in the industry and only programmable USB 3.0 peripheral controller to achieve USB-IF logo certification. Equipped with a highly configurable General Programmable Interface (GPIF™ II), FX3 can interface with virtually any processor, FPGA, ASIC, or image sensor that requires USB 3.0 device functionality. The programmable 256-state GPIF II is capable of providing nearly 400MBps bandwidth to meet data throughput requirements of the most demanding USB 3.0 applications. The on-chip ARM9 CPU core with 512KB RAM delivers 200 MIPS of computational power and is available for applications that require local data processing. Powerful yet simple, FX3 comes with a highly configurable development kit (DVK) and companion software tool, the GPIF II Designer, to jumpstart any USB 3.0 project. Using the DVK, developers can fully explore FX3's 32 configurable USB end-points, rich APIs, and other built-in interfaces such as GPIOs, SPI, I2C, and I2S for system level monitoring and control. The GPIF II Designer guides developers to configure FX3's GPIF II in 32-bit, 16-bit, or 8-bit configurations to provide glue-less connectivity to commonly used system interfaces such as slave FIFO, SRAM, ADMUX, parallel ATA etc. The flexibility, programmability of FX3 coupled with a small 10 x 10mm form factor in a 121 ball BGA package makes it an ideal solution to add USB 3.0 connectivity to any system.

Next Generation Storage performance for Tomorrow's Handhelds

West Bridge[®] Benicia is a highly optimized data transfer offload engine that enables mobile devices to double the IOPS (Input/Output Operations Per Second) performance, stream high definition video, "side-load" multimedia content upto 160 MBps and reduce battery charging time by 50% with increased charging currents upto 900mA. Benicia employs the second generation Simultaneous Link to Independent Multimedia[™] (SLIM[™] II) architecture that manages multiple non-blocking paths among peripherals, memory and processor to allow maximum data throughput. Benicia features two storage ports supporting SD 3.0 and eMMC 4.41 that can be configured in RAID-0 to provide significant improvement in random and sequential read/write operations, two key indices which govern overall system performance and responsiveness. In addition, Benicia's EZ-Detect, a battery charging detection feature that automatically detects a wall charger or a USB hub/host port, provides desirable flexibility for managing battery charging options for portable devices. Benicia is available in an ultra compact 131 ball WLCSP package having dimensions of 5.099 mm x 4.695 mm x 0.55 mm with 0.4mm pitch.

"EZ-USB[®] FX3 is analogous to a Swiss Army knife for designers; flexible, powerful and easy-to-implement. FX3 is being designed into a whole slew of applications that require high-speed content, streaming and low power consumption, including video and USB sub-systems," said Badri Kothandaraman, Executive Vice President, Data Communications Division at Cypress. "In addition to the blazing side-loading speeds enabling transfer of a HD movie in under a minute, West Bridge[®] Benicia helps designers realize higher IOPS in tablets and smartphones, improving device performance and responsiveness. We are pleased that both these devices have received USB-IF certification, and we are confident they will expedite the adoption of SuperSpeed USB."

"The USB-IF is pleased with to certify Cypress's SuperSpeed USB Controllers: EZ-USB[®] FX3 (CYUSB3014) and West Bridge[®] Benicia (CYWB0263BB)," said Jeff Ravencraft, President & COO, USB-IF. "Cypress's SuperSpeed USB controllers will help the expansion of the SuperSpeed USB ecosystem."

Cypress will be participating in the USB Tech Zone at CES 2012. The USB Tech Zone is located in the Las Vegas Convention Center South Hall 3, Booth #30769. Demos

showcasing the performance of EZ-USB® FX3 and Benicia will be available at the USB Tech Zone booth as well as Las Vegas Hilton Suites 2410, 2510, 2610.

About Cypress

Cypress is the world leader in USB controllers, including the high-performance West Bridge® solution that enhances connectivity and performance in multimedia handsets. Cypress delivers high-performance, mixed-signal, programmable solutions that provide customers with rapid time-to-market and exceptional system value. Cypress offerings include the flagship PSoC® programmable system-on-chip families and derivatives such as PowerPSoC® solutions for high-voltage and LED lighting applications, CapSense® touch sensing and TrueTouch™ solutions for touchscreens. Cypress is also a leader in high-performance memories and programmable timing devices. Cypress serves numerous markets including consumer, mobile handsets, computation, data communications, automotive, industrial and military. Cypress trades on the Nasdaq Global Select Market under the ticker symbol CY. Visit Cypress online at www.cypress.com.

About SuperSpeed USB

SuperSpeed USB brings significant performance enhancements to the ubiquitous USB standard, while remaining compatible with the billions of USB-enabled devices currently deployed in the market. SuperSpeed USB delivers up to 10x the data transfer rate of Hi-Speed USB, as well as improved power efficiency. SuperSpeed USB offers effortless video streaming, music, photos at your home, office, car and anywhere in between. The USB 3.0 specification was developed by the USB 3.0 Promoter Group, which consists of Hewlett-Packard Company, Intel Corporation, Microsoft Corporation, Renesas Electronics, ST-Ericsson and Texas Instruments.

About the USB-IF

The non-profit USB Implementers Forum, Inc. was formed to provide a support organization and forum for the advancement and adoption of USB technology. USB-IF facilitates the development of high-quality, compatible USB devices through its logo and compliance program recognized around the globe and promotes the benefits of USB and the quality of products that have passed compliance testing. Further information, including postings of the most recent product and technology announcements, is available by visiting the USB-IF website at www.usb.org