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## For Immediate Release

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## Mouser Electronics Expands Cypress Semiconductor Product Portfolio with CY3209-ExpressEVK Evaluation Kit

### *Kit Offers Numerous Design Examples with Four Separate PSoC® Mixed-Signal Arrays*

Mansfield, Texas, USA – December 11, 2007 – [Mouser Electronics, Inc.](http://www.mouser.com), known for its rapid introduction of the newest products, today announced it is stocking the new [CY3209-ExpressEVK](http://www.mouser.com) development kit from [Cypress Semiconductor Corp.](http://www.cypress.com), (NYSE: CY), a leading supplier of high-performance, mixed-signal, programmable solutions.

The new kit provides an easy-to-use platform for a multitude of designs and includes four sections, each containing a separate PSoC® device. The sections can easily be networked together via I<sup>2</sup>C interfaces to test numerous combinations of functions using the PSoC Express™ visual embedded design tool.

The ExpressEVK kit offers hardware, software, and design examples to help designers implement a variety of functions including PSoC CapSense™ capacitive touch interfaces, wireless communication, “drag-and-drop” USB programming, voltage monitoring, LCD and LED control, as well as accelerometer, tilt or drop sensing. The kit includes an Express Evaluation board, 5V LCD module, MiniProg programming unit, USB cable, two Artaflex 2.4GHz radios, 9V battery, CY3209-ExpressEVK kit CD, and quick start.

“One of Mouser’s core competencies is to rapidly stock and market new products for our design engineering customers,” said Mike Scott, Mouser’s Vice President of Active Products, “and continuing to expand our in-stock offering from Cypress with innovative new products and tools like their new ExpressEVK evaluation kit offers our engineering customers early access to the newest products for their new product designs.”

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

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***The Newest Products For The Newest Designs***

microcontroller. This provides both enhanced design revision capability and component count savings. The PSoC devices 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 I<sup>2</sup>C communications.

Mouser's broad-based product line, unsurpassed customer service, and streamlined warehouse operations make the distributor the design engineer's one-stop shop for all the components and associated development tools necessary for total project design.

Mouser Electronics is the only major distributor to publish a new 1,900+ page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, contains more than 900,000 products for easy online purchase, provides over 1.5 million cross-references, as well as more than 677,000 downloadable data sheets, supplier-specific reference designs, application notes, and other technical design information.

### **About Mouser**

Mouser Electronics, Inc. is an electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers. Mouser.com features over 900,000 products online from more than 335 manufacturers. Mouser's 1,900+ page catalog is published every 90 days, providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 280,000 customers in 170 countries from its 432,000 sq. ft. state-of-the-art facility in Mansfield, Texas. For more information, visit [www.mouser.com](http://www.mouser.com).

### **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 solutions ranging from its WirelessUSB™ radio system-on-chip, 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, industrial, and solar power. 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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