

## For Immediate Release

### **Mouser Now Shipping Cypress Semiconductor PSoC<sup>®</sup>3 Programmable Embedded System-on-Chip**

**September 14, 2011** – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced the immediate availability of the in-demand PSoC<sup>®</sup>3 Programmable Embedded System-on-Chip. Cypress Semiconductor's PSoC<sup>®</sup>3 platform provides a rich array of analog and digital building blocks that enable designers to create mixed signal designs from a free library of predefined functions for flexible, scalable product development and faster time-to-market.

Cypress Semiconductor's new PSoC<sup>®</sup>3 devices consist of four families based on a high-performance 8051 processor core. The devices integrate high-precision-20-bit resolution analog with digital PLD-based resources. These features, combined with MCU cores, I/O circuitry for communications peripherals, ultra low power, and a wide voltage range, enable a high level of design flexibility. To learn more, visit <http://www.mouser.com/cypresspsoc3/>.

The four families that comprise the PSoC<sup>®</sup>3 devices group feature dynamically configurable analog and digital circuitry and, based on the family type, integrate digital peripherals, up to 24 Universal Digital Blocks (UDBs), 12- or 20-bit delta-sigma ADC, comparators, DACs, analog blocks, a digital filter block, and much more. The families include the [CY8C32](#) Programmable Digital series; the [CY8C34](#) Analog Lite series; the [CY8C36](#) Performance Analog series; and the [CY8C38](#) Precision Analog series.

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in emerging technologies. Mouser offers 17 global customer support locations and the latest, most technologically advanced components for customers' newest design projects. Mouser Electronics' website is updated daily and searches more than 8 million products to locate over 2 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

-- continued --

### **About Mouser**

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 2 million products online from more than 450 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 300,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

### **About Cypress Semiconductor**

Cypress Semiconductor delivers high-performance, mixed-signal, programmable solutions that provide customers with rapid time-to-market and exceptional system value. Cypress product lines include the PSoC® Programmable System-on-Chip™, USB controllers, as well as general-purpose programmable clocks and memories. Cypress Semiconductor also offers wired and wireless connectivity that enhance connectivity and performance in multimedia handsets. Cypress Semiconductor serves numerous markets including consumer, computation, data communications, automotive, industrial, and solar power. Visit <http://www.cypress.com/>.

### **Trademarks**

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.

Further information, contact:  
Kevin Hess, Mouser Electronics  
Vice President Technical Marketing  
(817) 804-3833  
[kevin.hess@mouser.com](mailto:kevin.hess@mouser.com)

For press inquiries, contact:  
Kelly DeGarmo, Mouser Electronics  
Corp. Communications & Media Relations Mgr.  
(817) 804-7764  
[kelly.degarmo@mouser.com](mailto:kelly.degarmo@mouser.com)