

[Press Releases](#) > [Corporate](#) > 2/7/00

## CYPRESS NAMES VICE PRESIDENT OF INTERFACE PRODUCTS

### **New Executive Charged With Extending Company's USB Leadership Position to USB 2.0**

---

SAN JOSE, California...February 7, 2000 -- Cypress Semiconductor Corporation (NYSE: CY) today announced the appointment of Cathal Phelan as vice president of interface products. Interface Products includes Cypress's line of Universal Serial Bus controllers, devices that connect PCs and peripherals with "plug-and-play" simplicity and compatibility.

Cypress is the market-share leader in USB, recently passing the 35-million-unit mark in shipments. The company anticipates that its USB sales will triple this year to around \$100 million. Cypress expects to sample controllers for the emerging USB 2.0 standard in this year's third quarter. A specification with target speeds up to 480 Mbps—a 40x improvement over USB 1.1—USB 2.0 is expected to open a range of new USB applications, including mass storage and home networking.

"Cathal's charter will include building Interface Products beyond the \$100 million mark, extending Cypress's USB leadership position to the USB 2.0 market, and creating technology that will enable us to penetrate interface markets of the future," said T.J. Rodgers, Cypress president and CEO. "Cathal is a nine-year Cypress veteran who has been instrumental in leading strategic marketing and new product development for the Memory Products Division, and we are confident that his track record of innovation and success will extend to the fast-growing USB market."

Phelan joined Cypress in 1991, serving most recently as senior director of new memory products. He was responsible for the definition and design of several new SRAM architectures and devices, including MoBL™ (More Battery Life™), a micropower memory that increases talk time in the cell phones of Motorola, Alcatel, and other leading manufacturers. Working with design architects from IDT and Micron Technology, Phelan also recently helped to create the QDR (Quad Data Rate) architecture for high-performance communications applications. QDR™ SRAMs target the next generation of switches and routers that operate at data rates above 200 MHz.

Prior to joining Cypress, Phelan was a member of the technical staff at Philips Research Labs in Eindhoven, Holland. He earned an M.S.E.E. degree in microelectronic engineering, a B.S.E.E. degree in electronic engineering, and a B.S. degree in mathematics from Trinity College, Dublin University, Dublin, Ireland.

Phelan assumes control of a Cypress product line that has expanded rapidly over the past year, with the pivotal acquisitions of Anchor Chips, a supplier of full- and high-speed USB solutions, and Intel's high-performance USB line. Under its agreement with Intel—a key driver of USB standards—Cypress gained access to technology that will facilitate the early delivery of USB 2.0 products.

Cypress provides targeted solutions for every segment of the USB market, drawing on a wide variety of implementation schemes, architectures, and feature sets. The CY7C63000 family, for example, is driven by the industry's smallest, most cost-effective 8-bit RISC core and integrates programmable EPROM, maximizing design flexibility. By contrast, its EZ-USB™ family is built around a high-performance 8051 microprocessor. EZ-USB's architecture is SRAM-based—meaning that firmware can be downloaded from the host PC and easily reconfigured.

More information about Cypress USB products is available on the company's web site at <http://www.cypress.com/usb/index.html>.

#### **About Cypress**

Cypress Semiconductor provides high-performance integrated circuit solutions "By Engineers. For Engineers.™" for fast-growing companies in fast-growing markets, including data communications, telecommunications, computation, consumer products, and industrial-control. With a focus on

emerging communications applications, Cypress's product lines include networking-optimized and micropower static RAMs; high-bandwidth multiport and FIFO memories; high-density programmable logic devices; timing technology for PCs and other digital systems; and controllers for Universal Serial Bus (USB). Cypress is No. 1 in the USB and clock chip markets.

More than two-thirds of Cypress's sales come from fast-growing datacom/telecom markets and dynamic companies such as Lucent, Cisco, 3Com, Alcatel, Motorola, Ericsson, and Nortel Networks. Cypress's ability to mix and match its broad portfolio of intellectual property enables targeted, integrated solutions for high-speed systems that feed bandwidth-hungry Internet applications. Cypress aims to become the preferred silicon supplier for Internet switching systems and for every Internet connection stream to pass through at least one Cypress IC.

Cypress employs more than 3,600 people worldwide with international headquarters in San Jose, California. Its shares are listed on the New York Stock Exchange under the symbol CY. More information about Cypress is accessible electronically on the company's worldwide web site at <http://www.cypress.com> or by CD-ROM (call 1-800-858-1810). An electronic investor forum, and other investor information, is located at <http://www.cypress.com/investor/index.html>.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements herein that are not historical facts are "forward-looking statements" involving risks and uncertainties. Please refer to Cypress's Securities and Exchange Commission filings for a discussion of such risks.

*QDR SRAMs and Quad Data Rate comprise a new family of products developed by Cypress Semiconductor, Integrated Device Technology (IDT), and Micron Technology. EZ-USB and "By Engineers. For Engineers." are trademarks of Cypress Semiconductor Corporation.*