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For Immediate Release

**Cypress Consumer Clock Family
is First to Target DVD, MiniDisc and Digital Still Cameras**

Milpitas, Calif., May 22, 2001 – The Timing Technology Division (TTD) of Cypress Semiconductor (NYSE: CY) today announced the industry's first clock family to target DVD, MiniDisc and Digital Still Cameras. The new devices are complete integrated clock circuits that replace what had previously been discrete solutions made from capacitors, logic and phase locked loops (PLLs). The new family brings the benefits of shorter design time, improved reliability, lower cost, compact designs and reduced inventory. These products are consistent with Cypress's focus on the communications market segments driven by fast-growing target markets such as consumer products.

The SG587 clock generator is targeted at Digital Still Cameras (DSCs) and video products such as VCRs and video games, and studio cameras and tape machines. The chip is an industry first because it reduces inventory by enabling company to purchase one chip that generates both NTSC (National Television Standards Committee) and PAL (Phase Alternate Line) television standards. The chip's clock output is pin programmable to either the NTSC frequency of 14.3182 MHz or the PAL frequency of 17.73448 MHz. This clock is the basis of all the timing for these television standards.

The C6006 clock generator is used in the design of MiniDisc (MD) systems. The device is a single-chip solution that lowers system cost because it requires no external components except a crystal. The chip integrates the PLL loop filter and the loading capacitor for the crystal. The device also reduces costs by using a 16.9344 MHz crystal to produce a 90.3168 MHz or 45.1584 MHz clock signal. The lower price of this low-frequency crystal can reduce the cost of a MiniDisc significantly.

According to Kazuo Tomari, Consumer Marketing Director at Cypress Semiconductor, "Our new family of devices is important to the electronics industry because it represents the first integrated circuits for applications that had previously required discrete or hybrid solutions. The previous discrete approach required time consuming and painstaking high-frequency analog design. Our integrated family of devices

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reduces design time, cuts inventory and allows our customers to produce an end-user product that is lower cost, more reliable and that fit in a smaller package.”

The device uses an external pin to switch (on-the-fly) the output frequency from the 45.1584 MHz clock for regular playback to the 90.3168 MHz required for duplication and long-play mode. The C6006 also produces a second clock output that is used to drive a microcontroller or digital signal processor (DSP). This output can be switched by an independent pin from 10.0352 MHz to 12.04224 MHz.

The C6007 clock generator is used in DVD (digital video disk) products such as players, stereo equipment and navigation systems (i.e., map displays). The chip reduces playback noise by using three independent clock outputs to drive the DSP, logic and servo control respectively. Each output operates at 33.8688 MHz and uses an independent drive circuit to ensure that noise from one clock (e.g., servo) does not interfere with the clocks for the sensitive DSP and logic circuits. The device also reduces playback noise because of low jitter (250ps) and low sideband noise that result in a high S/N ratio. The chip has a fourth clock output that operates at 27.0000 MHz.

Availability and Price

All devices are in production now and prices are listed for quantities of 1,000.

Consumer Clock Family from Cypress Semiconductor

Device	Clock Function	Outputs MHz	Package	Price
SG587	Digital Still Camera	14.3182 17.73448	8-Pin TSSOP	\$0.95
C6006	MiniDisc	90.3168 - or - 45.1584 12.04224 - or - 10.0352	8-Pin SOP	\$1.06
C6007	DVD	33.8688 27.0000	16-Pin TSSOP	\$1.15

Reader Contact

For sales information, contact Kazuo Tomari, Cypress Semiconductor, 525 Los Coches Street, Milpitas, CA 95035. Phone: (408)263-6300 X236 Fax: 408-263-6571 Web site: www.cypress.com or www.imicorp.com. In February 2001, Cypress Semiconductor acquired IMI Corporation, a leading supplier of frequency and timing generators.

About Cypress

Cypress Semiconductor is “Driving the Communications Revolution”™ by providing high-performance integrated circuit solutions to fast-growing markets, including data communications, telecommunications, computation, consumer products, and industrial control. With a focus on emerging communications applications, Cypress's product portfolios include high-speed data communications ICs; networking-optimized and micropower static RAMs; high-bandwidth multi-port and FIFO memories; high-density programmable logic devices; timing technology solutions; and controllers for Universal Serial Bus (USB).

More than two-thirds of Cypress's sales come from fast-growing communications markets and dynamic companies such as Alcatel, Cisco, Ericsson, Lucent, Motorola, Nortel Networks, and 3Com. 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 data stream to pass through at least one Cypress IC.

Cypress employs more than 4,700 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>.

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“Driving the Communications Revolution” is a trademark of Cypress Semiconductor.