Cypress Extends Deadline for First Phase of ARM® Cortex™-M3/PSoC® 5 Design Challenge

SAN JOSE, Calif. -- (BUSINESS WIRE) -- Cypress Semiconductor Corporation extended the deadline for its ARM® Cortex™-M3/ PSoC® 5 Design Challenge. In order to accommodate exceptional demand, participants now have until January 24, 2011 to complete stage one of the challenge. The design challenge aims to find the most innovative and useful designs from the millions of possibilities available to designers using the Cypress PSoC 5 architecture powered by the ARM Cortex-M3 processor.

A total of over $10,000 in cash and prizes will be awarded throughout the contest, including the $2,500 Grand Prize. More information, including how to enter the contest and how to become a judge, as well as lively interaction from participants and the engineering community is available at: http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.cypress.com%2Fgo%2Fchallenge&esheet=6570051&lan=en-US&anchor=www.cypress.com%2Fgo%2Fchallenge&index=1&md5=6e0eaae88ba0607c484bc5f426bc39d7 [1]

Judging of the contest entries will be done in three stages:

* Stage 1 – November 10, 2010 to January 31, 2011 - Designers will submit schematic block diagrams and abstracts of their ideas. From these entries, the top 100 will be selected, each of which will be awarded a free PSoC 5 Development Kit.

* Stage 2 – January 31, 2011 to April 4, 2011 - The first round winners will then submit a video of their completed designs, along with a project file created in Cypress's PSoC Creator IDE. From this group, four winners from the following categories will be selected and awarded: $1,000: Best Analog Design, Best Digital Design, Best PSoC Creator Component Design, and the Community Choice Design as selected by popular vote of the over 20,000 members of the Cypress Design Community.

* Stage 3 – April 4, 2011 to May 3, 2011 - The Grand Prize will be selected from the four winning designs by an all-star panel of judges, including Cypress President and CEO, T.J. Rodgers; ARM Director of Enterprise and Embedded Solutions, Ian Ferguson; and Brian Fuller, Chief Product Strategist for EE Times.

"We're pleased to see so much interest generated by this exciting contest," said Matt Branda, Director of PSoC Platform Marketing. "We're hopeful that even more engineers will be able to participate and truly make this contest competitive."

Enter today at: http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.cypress.com%2Fgo%2Fchallenge&esheet=6570051&lan=en-US&anchor=www.cypress.com%2Fgo%2Fchallenge&index=2&md5=ee48aa54bc1f3c79a48fccf16

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The PSoC 5 architecture integrates a 32-bit ARM Cortex™-M3 core with high-precision programmable analog including 12-bit to 20-bit ADCs, digital logic libraries full of dozens of drop-in peripherals, best-in-class power management and rich connectivity resources. The PSoC Creator IDE introduces a unique schematic-based design methodology along with fully tested, pre-packaged analog and digital peripherals easily customizable through user-intuitive wizards and APIs to meet specific design requirements. More information on the PSoC platform is available at: http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.cypress.com%2Fgo%2Fpsoc&esheet=6570051&lan=en-US&anchor=www.cypress.com%2Fgo%2Fpsoc&index=3&md5=6f52e6f4911de838fcbcb21e45fce630 [3]

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