

BIT brings Orissa's First Programmable System on Chip Lab



Joint PSoC Lab will offer hardware, software, training and support services; Cypress to donate over \$200,000 in development kits and software

Cypress Semiconductor Corp (NYSE:CY) and Bhubaneswar Institute of Technology (BIT) announced a partnership to set up a Programmable System on Chip (PSoC®) lab at Bhubaneswar.

Cypress's PSoC integrates highly configurable analog and digital components with a microcontroller on a single chip to form a complete solution for embedded systems. Unique PSoC features allow for designs that cannot be implemented with conventional micro controllers. This versatility has allowed PSoC to be incorporated in diverse applications ranging from running shoes to wireless handsets.

Cypress University Alliance is a multi-faceted program whose key vision is to introduce Cypress technology in the classroom, lab and research projects. A MoU was signed at San Jose, CA on 31st July, 2009 by Patrick Kane, Director, Cypress University Alliance and Dr. Rabi Mahapatra, Chairman.

As part of the agreement, Cypress will provide hands-on training to the faculty and students of BIT in addition to free hardware kits and software tools valued at over \$200,000 USD. BIT will provide the facilities for the laboratory. Students and faculty will also have easy access to Cypress-sponsored training, technical support and curriculum development assistance.

"PSoC combines the familiarity of a microcontroller, configurability of a CPLD and the capabilities of an ASIC. PSoC will provide a powerful development environment to learn practical design skills. This partnership will allow ECE & EEE students to receive hands-on lab experience using Cypress's industry-leading technology right from their first year. This is in tune with BIT's hands-on learning methodology and will significantly augment traditional lectures, exercises and assignments. This demonstrates BIT's commitment to bring emerging technologies to education in Orissa", said Dr RN Mahapatra, Chairman, BIT.

"These agreements are exactly what the Cypress University Alliance is about - partnering with the world's leading universities and students to establish PSoC as the premier embedded design learning platform," said Patrick Kane, Director of the alliance.

PSoC Innovator Design Challenge India - <http://www.psocidcindia.com/>

BIT plans to immediately introduce PSoC training for its 120 students in Electronics & Communication Engineering (ECE), Electrical & Electronics Engineering (EEE) from their first year itself. It plans to develop courseware and lab material for its basic electronics labs on the PSoC platform. A two-semester course on PSoC has been planned at BIT, in which the course materials will be developed by the faculty of BIT in collaboration with Cypress. The course will include both theories and practical lab sessions, with emphasis on allowing students to use PSoC in innovative applications and in their academic projects.

BIT is among a few select institutes in India and the first in Orissa to be a part of the Cypress University Alliance Program. Internationally it joins the likes of Stanford University, Georgia Tech, Texas A&M University, Purdue University, and University of Wisconsin-Madison as a Cypress University Alliance partner. Some of the other Indian institutions that are part of the Cypress University Alliance are IIT-Bombay, IIT-Delhi, BITS Pilani and Anna University.

About the Cypress University Alliance

Cypress's University Alliance Program is a multifaceted program empowering electronics engineering and computer science students to develop the skill sets needed to perform in today's marketplace. The program mounts regional design competitions, offers academic workshops, and maintains a university alliance website (www.cypress.com/cua) which provides access to myriad free design resources, evaluation boards and online courses.

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 technologies ranging from its CyFi Low-Power RF solution, 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, and industrial. Cypress trades on the NYSE under the ticker symbol CY. Visit Cypress online at www.cypress.com.