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For Immediate Release

**Cypress And Mobilygen Offer Two Video-Over-USB Reference Designs
For High-Quality H.264 Video Up To 5X Faster Than Real-Time In Mobile Devices**

*Cypress's USB Technology and Mobilygen's Video Codecs Provide a Hardware-Accelerated,
Drag-and-Drop Interface to Convert any Video File to H.264 Format*

SAN JOSE, Calif., December 5, 2007 – Cypress Semiconductor Corp. (NYSE: CY), the market leader in USB, and Mobilygen Inc., a leader in low-power H.264 codecs, today introduced two reference designs to convert any video file to H.264 format in mobile devices. The new Crusher and Crusher-Capture reference designs use Cypress's EZ-USB® FX2LP USB controller and Mobilygen's MG1264 H.264 Codec to accelerate the H.264 video encoding process up to 5X faster than real-time. Offering equivalent video quality to MPEG-2 at half the bit rate, the H.264 video standard is growing in popularity for applications such as the Apple® video iPod®, the Sony® PS3 and PSP, HD DVD and Blu-ray disc-players, and more.

The Crusher reference design provides a hardware-accelerated drag-and-drop interface and faster than real-time operation for quick and easy creation of high-quality H.264 video. Crusher's innovative system partitioning uses the personal computer to perform video decoding and audio transcoding and send raw component (YUV) video via the EZ-USB FX2LP USB 2.0 controller to the MG1264 codec. The Crusher Capture reference design adds to Crusher the ability to capture and encode full resolution D1 video and stereo audio from analog sources. Application software controls the mode of operation, allowing users to easily switch between real-time capture and conversion from file modes without requiring buttons or switches for configuration.

"The complete, ready-to-manufacture Crusher and Crusher-Capture reference designs make it simple to implement high-quality H.264 video over high-speed USB in portable electronics applications," said Bassil El-Kadi, marketing manager for Cypress's high-speed USB products. "The low-power and performance of the EZ-USB FX2LP controller is an ideal match for the rapidly growing market for H.264 video applications."

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“With video-capability proliferating in so many electronics applications, the ability to convert video to a common high-quality format is a must,” said Brian Johnson, director, technical marketing at Mobilygen. “The outstanding encoding capability of these video reference designs takes full-advantage of Cypress’s industry-leading USB technology to enable fast and easy conversion to the H.264 format.”

The Crusher and Crusher Capture video reference designs include production-proven schematics, gerber files, and layout files enabling customers to modify the physical PCB design if desired. A complete Software Development Kit (SDK) provides optimized drivers, a sample GUI-based application and source code that can be used to develop products for Windows, Mac, and Linux.

Availability

The new Cypress and Mobilygen Crusher and Crusher Capture video reference designs are available now through Mobilygen’s worldwide sales channels. Interested parties can also request a live demo from their local Cypress or Mobilygen sales representative.

About Mobilygen’s MG1264 Codec

Mobilygen’s MG1264 Codec is based on the patented EVE (Enabling Video Everywhere) architecture, which offers outstanding video quality while minimizing power consumption. The MG1264 is capable of encoding and decoding full resolution H.264 video simultaneously with 2-channel AAC audio while requiring only 185mW of total chip power.

About EZ-USB FX2LP

The EZ-USB FX2LP is the world’s lowest power fully integrated programmable peripheral controller, including an 8051 microprocessor, a serial interface engine, a high-speed USB 2.0 transceiver, on-chip RAM and FIFO and a General Programmable Interface (GPIF). It handles all basic USB functions, enabling the host system's microprocessor to focus on application-specific functions and ensuring sustained high-speed data transfer rates. Featuring a data rate of 480 Mbps, 16 Kbytes of on-chip memory, and up to 40 programmable I/Os, the EZ-USB FX2LP solution provides complete design flexibility. There are several package options, including a 5mm x 5mm VFBGA package, ideal for use in small form-factor mobile applications. The CY3684 EZ-USB FX2LP Development Kit is available to facilitate the design process and speed time-to-market.

About Mobilygen

Mobilygen is a leading developer of low-power H.264 video compression ICs. Based in Santa Clara, Mobilygen is a privately held fabless semiconductor company backed by Kleiner, Perkins, Caufield & Byers, Redpoint Ventures, Lehman Brothers, Integral Capital Partners, and Cardinal Venture Capital. For more information, see www.mobilygen.com.

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 solutions ranging from its WirelessUSB™ radio system-on-chip, 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, industrial, and solar power. Cypress trades on the NYSE under the ticker symbol CY. Visit Cypress online at www.cypress.com.

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