



**FOR IMMEDIATE RELEASE**

## **Kionix Accelerometer Revs Up Cypress PSoC® First Touch Kits**

**Ithaca, New York, USA — Tuesday, August 31, 2010** — Kionix, Inc. today announced that Cypress Semiconductor Corporation has selected the Kionix KXSC7 accelerometer for use in the new CY8CKIT-014 PSoC® 5 FirstTouch™ Starter Kit for the revolutionary PSoC 5 programmable system-on-chip architecture, powered by the 32-bit ARM® Cortex™-M3 processor.

“Including an accelerometer in the PSoC 5 FirstTouch Kit is an important way to demonstrate the analog capabilities of the architecture,” said Gahan Richardson, vice president of Cypress’s PSoC products. “The Kionix KXSC7 offered us the best combination of low power consumption, ease-of-use and cost.”

“Our KXCS7 sensor complements the powerful combination of ARM and Cypress in the PSoC 5 architecture,” said Kenny Salky, Vice President, Sales, for Kionix. “The collaboration has resulted in a powerful development platform for engineers who design embedded systems for a wide range of applications within the consumer electronics, automotive, health care, and industrial sectors.”

In addition to its low-power feature, the KXSC7 series of high-performance accelerometers offers several preset internal low-pass filters with an option for user-definable bandwidth if required for the application. These sensors offer a high signal-to-noise ratio with excellent performance over temperature. The sensitivity is factory programmable, allowing customization for applications requiring from  $\pm 2g$  to  $\pm 6g$  in range, and they accept supply voltages between 1.8V and 3.6V.

PSoC 5 devices offer unique programmable analog and digital peripherals, along with the high performance 32-bit ARM Cortex-M3 processor. They include industry-leading integrated analog resources and powerful, PLD-based Universal Digital Blocks for implementing standard and custom digital peripherals. PSoC 5 kits, samples and the powerful PSoC Creator™ IDE are available today at [www.cypress.com/go/psoc5](http://www.cypress.com/go/psoc5).

The PSoC 5 FirstTouch™ Starter Kit helps designers get acquainted with the new PSoC 5 architecture. It includes software and example projects that take advantage of the kit's onboard sensors including the Kionix accelerometer, a thermistor, proximity sensing, and CapSense. The kit enables easy development via 28 general-purpose I/O pins, a 12-pin wireless module header, and Serial Wire Debugging (SWD). It also includes the PSoC Creator IDE.

### **Availability**

The CY8CKIT-014 PSoC 5 FirstTouch™ Starter Kit, priced at \$49.00, is available at [www.cypress.com/go/psoc5](http://www.cypress.com/go/psoc5) or by contacting [salesna@kionix.com](mailto:salesna@kionix.com).

### **About Kionix, Inc.**

Kionix, Inc., located in Ithaca, New York, USA, is a wholly-owned subsidiary of ROHM Co., Ltd. of Japan. The Company pioneered high-aspect ratio silicon micromachining based on research originally conducted at Cornell University and today enjoys a global reputation for MEMS product design, process engineering, and quality manufacturing. Consumer electronics leaders worldwide utilize Kionix's products, development tools, and application support to enable motion-based gaming, user-interface functionality in mobile handsets, personal navigation, and hard disk drop protection in mobile products. Kionix's MEMS products are further diversified into the automotive, industrial, and health care sectors. Kionix offers one of the industry's broadest families of MEMS devices that incorporate tri-axis accelerometers and gyroscopes along with the mixed-signal-interface integrated circuits that provide algorithm processing of sensor data. Kionix is ISO9001:2000 and TS16949 registered. For more information on Kionix visit <http://www.kionix.com>. For additional information on ROHM visit <http://www.rohm.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 flagship PSoC® programmable system-on-chip families and derivatives such as PowerPSoC® solutions for high-voltage and LED lighting applications, CapSense® touch sensing and TrueTouch™ solutions for touchscreens. Cypress is the world leader in USB controllers, including the high-performance West Bridge® solution that enhances connectivity and performance in multimedia handsets. Cypress is also a leader in high-performance memories and programmable timing devices. Cypress serves numerous markets including consumer, mobile handsets, computation, data communications, automotive, industrial and military. Cypress trades on the Nasdaq Global Select Market under the ticker symbol CY. Visit Cypress online at [www.cypress.com](http://www.cypress.com).

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