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LG Selects Highly Integrated Cypress USB-C Solution for Ultra-Lightweight Notebook

Programmable EZ-PD™ CCG3 Controller's Ability to Support Custom Firmware Enables the USB-C Port with Power Delivery on Sleek LG Gram Notebook

SAN JOSE, Calif., March 27, 2017 /PRNewswire/ -- Cypress Semiconductor Corp. (NASDAQ: CY), the market leader in USB-C, today announced that LG Electronics Inc. has selected Cypress' EZ-PD™ CCG3 controllers, the industry's most highly integrated USB-C solutions, for three new models of its ultra-lightweight LG Gram notebook. CCG3 integrates multiple components and supports the new USB-C UCSI connection standard, enabling LG to meet its size and feature requirements. CCG3 is featured in the LG Gram 13", LG Gram 14" and LG Gram 15" notebooks. More information on the EZ-PD CCG3 controller is available at http://www.cypress.com/ccg3.

"With the push for USB Power Delivery and UCSI to be standardized in PCs, it was important to us to find a USB-C controller that supports flexible notebook architectures," LG said in a statement about the Cypress design win. "Cypress' programmable CCG3 controllers offer custom firmware support, making us confident that we can easily adhere to future changes in the standard."

"Cypress has a first-to-market track record in USB-C," said Mark Fu, senior marketing director of Cypress' Wired Connectivity Business Unit. "Our programmable solutions enable customers to shrink their form factors and accelerate their time-to-market. The LG Gram notebook win expands our laptop and PC market share. It is an exciting design win for us."

The USB Type-C Connector System Software Interface (UCSI) is a standardized mechanism for operating systems to monitor and control power delivery and the multiple protocols on a USB-C port in a PC. The programmable CCG3 solution enables UCSI and custom firmware development through Cypress' host process interface (HPI). CCG3 integrates gate drivers for power FETs, a high-voltage regulator and analog blocks that enable it to be powered directly from the VBus. Programmable overvoltage and overcurrent circuitry protects systems against power overloads and other faulty operating conditions. The CCG3 controller includes an ARM® Cortex®-M0 processor, two 64KB flash memory banks for fail-safe firmware updates and an integrated Crypto Engine for firmware update authentication. CCG3 also incorporates an analog switch for non-USB signals, such as DisplayPort control signals, along with four serial communication blocks and a USB full-speed controller for USB Billboard functionality.

About Cypress' EZ-PD Portfolio
Cypress' EZ-PD CCG3 controller offers an unparalleled level of integration that minimizes bill-of-material costs and simplifies designs, replacing multiple discrete components with a single-chip solution. Cypress' EZ-PD portfolio of USB-C controllers

also includes CCG1, the world's first programmable USB-C controller, CCG2, the market's smallest programmable USB-C solution, and CCG4, the world's first two-port USB-C solution. The EZ-PD portfolio was the first to support the latest USB PD 3.0 specification, which enables more robust end-to-end power delivery and charging solutions for laptop and mobile devices.

The USB Type-C standard is gaining rapid support with top-tier electronics manufacturers by enabling slim industrial designs, easy-to-use connectors and cables, and the ability to transmit multiple protocols and deliver up to 100W of power. The USB Type-C standard's 2.4-mm-high connector plug is significantly smaller than the current 4.5-mm USB Standard-A connector

About LG Electronics, Inc.
LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing 77,000 people working in 125 locations around the world. With 2016 global sales of USD 47.9 billion (KRW 55.4 trillion), LG comprises four business units — Home Appliance & Air Solutions, Mobile Communications, Home Entertainment and Vehicle Components — and is one of the world's leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG Electronics is a 2016 ENERGY STAR Partner of the Year. For more news and information on LG Electronics, please visit www.LGnewsroom.com.

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About Cypress
Founded in 1982, Cypress is the leader in advanced embedded system solutions for the world's most innovative automotive, industrial, home automation and appliances, consumer electronics and medical products. Cypress' programmable systems-on-chip, general-purpose microcontrollers, analog ICs, wireless and USB-based connectivity solutions and reliable, high-performance memories help engineers design differentiated products and get them to market first. Cypress is committed to providing customers with the best support and engineering resources on the planet enabling innovators and out-of-the-box thinkers to disrupt markets and create new product categories in record time. To learn more, go to www.cypress.com.

To view the original version on PR Newswire, visit:http://www.prnewswire.com/news-releases/lg-selects-highly-integrated-cypress-usb-c-solution-for-ultra-lightweight-notebook-300429349.html

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