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Samsung Selects Cypress' Wireless Connectivity Solution for Secure ARTIK Internet of Things Platform

Samsung's ARTIK 050 Module Offers Low Power Consumption to Smart Home Appliances and Industrial IoT Devices Utilizing Cypress' 802.11n Wi-Fi® SoC

SAN JOSE, Calif., March 28, 2017 /PRNewswire/ -- Cypress Semiconductor Corp. (NASDAQ: CY), the leader in wireless connectivity solutions for the Internet of Things, today announced that Samsung Electronics Co., Ltd. (SSNLF) has selected its Wi-Fi® connectivity solution for the Samsung ARTIK™ Internet of Things platform. Cypress' low-power CYW43907 802.11n Wi-Fi system-on-chip (SoC) is now in production in Samsung's ARTIK 050 module providing secure IoT connections in smart home appliances and industrial electronics devices. The SoC solution delivers robust Wi-Fi connectivity and applications processing to the ARTIK 050, and the SoC's unique architecture helps enable the module's best-in-class power management that maximizes battery life. More information on Cypress' 802.11n Wi-Fi solutions is available at <http://www.cypress.com/802.11n-mcu>.



"Designers looking to integrate Internet connectivity to their products want strong, stable Wi-Fi, and that is why we selected the Cypress CYW43907 SoC to be the centerpiece of our ARTIK IoT platform," said James Stansberry, Senior Vice President of IoT Business Team at Samsung Strategy and Innovation Center (SSIC). "The SoC's dual-band 802.11n connectivity and processing capabilities provide our ARTIK 050 modules with excellent performance and power consumption, which helps us enable a strong end-user experience for our customers' products."

"Cypress has built a leadership position in IoT connectivity by partnering with our top-tier customers and suppliers to quickly turn winning ideas into the connected products the market is looking for," said Michael Hogan, Vice President of the IoT Business Unit at Cypress. "Samsung's ARTIK IoT platform brings drop-in, secure Cloud applications to a wide array of smart home appliances and industrial electronics applications, making it an excellent showcase for our robust Wi-Fi solutions."

Samsung ARTIK is an end-to-end, integrated IoT Platform that transforms the process of developing, launching and managing connected products. The ARTIK 050 module is specifically built to provide secure IoT connectivity for products across vertical markets, including smart home, smart lighting, smart building, manufacturing, and health and wellness. The Cypress CYW43907 SoC integrates dual-band IEEE 802.11b/g/n Wi-Fi with a 320-MHz ARM® Cortex®-R4 RISC processor and 2 MB of SRAM to run applications and manage IoT protocols. The SoC's power management unit simplifies power topologies and optimizing energy consumption. The CYW43907 solution is supported on Cypress' Wireless Internet Connectivity for Embedded Devices (WICED®) Software Development Kit (SDK), which provides code examples, tools and development support.

About Cypress' WICED IoT Development Platform

The Cypress WICED Studio IoT development platform features an integrated and interoperable wireless software development kit (SDK). The SDK includes rigorously tested Wi-Fi and Bluetooth protocol stacks, as well as simplified application programming interfaces that free developers from needing to learn complex wireless technologies. In line with the IoT trend toward dual-mode connectivity, the SDK supports Cypress' Wi-Fi and Bluetooth combination solutions and its Bluetooth and Bluetooth Low Energy devices. The SDK enables cloud connectivity in minutes with its robust libraries that uniquely integrate popular cloud services such as Amazon Web Services, IBM Bluemix, Alibaba Cloud, and Microsoft Azure, along with services from private cloud partners.

Cypress' WICED Studio connectivity suite is microcontroller (MCU)-agnostic and provides ready support for a variety of

third-party MCUs to address the needs of complex IoT applications. The platform also enables cost efficient solutions for simple IoT applications by integrating MCU functionality into the connectivity device. Wi-Fi and Bluetooth protocol stacks can run transparently on a host MCU or in embedded mode, allowing for flexible platform architectures with common firmware. More information on Cypress' WICED platform, ecosystem and community is available at <http://www.cypress.com/wicedcommunity>.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, opening new possibilities for people everywhere through relentless innovation and discovery. For the latest news, please visit the Samsung Newsroom at news.samsung.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's 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.

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