



PRESS RELEASE

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e-con Systems forges closer ties with Cypress Semiconductor Corp.

Silver membership level design partner, USB 3.0 capabilities using Cypress EZ-USB[®] FX3[™] Chip

St. Louis, USA / Chennai, India – Aug 13th, 2013, **e-con Systems Inc.**, a leading embedded design services company specializing in development of advanced camera solutions is now acknowledged as a [Cypress Design Partner](#) at SILVER membership level.

e-con Systems has worked with Cypress Semiconductor Corp. on its EZ-USB[®] FX3[™] USB 3.0 peripheral controller from its launch and developed a USB UVC stack that is compatible with the Windows and Linux Operating Systems. e-con has developed products around the FX3 solution, leveraging its expertise in CMOS image sensors and sound understanding of USB UVC protocol. The Plug-n-Play UVC stack developed around the FX3 firmware provided by Cypress does not require any drivers to be installed on the host side and works seamlessly with any DirectShow(Windows)/V4L2(Linux) compliant applications for accessing and controlling the camera.

By leveraging the highly-configurable 32-bit, General Programmable Interface (GPIF[™] II) 2.0 interface of FX3, e-con has developed an FX3 firmware framework that can interface any video source (CMOS/CCD image sensor, Thermal imager, NTSC/PAL video source, HDMI/DVI video source) to a PC host on both USB 3.0 and USB 2.0 interfaces.

e-con Systems' [See3CAM](#) - USB 3.0 camera series, uses the Cypress FX3 controller and the first product of this family, an 1.3MP Global Shutter USB 3.0 UVC camera, See3CAM_10CUG has been already launched in the market. e-con has also customized its FX3 based USB3.0 camera designs for various customers for meeting their requirements.



Figure: 1 – See3CAM_10CUG – 1MP Custom Lens USB 3.0 Camera

“The enrollment of e-con Systems in the Cypress Design Partner program is the recognition of e-con’s commitment and expertise that we have built with USB 3.0 solutions from Cypress. This allows e-con to serve our customers better by leveraging Design and Marketing support directly from Cypress. The partnership with Cypress enables e-con to offer our wide range of camera and imaging solutions on the emerging USB 3.0 based platforms with the strong support from Cypress” said **Mr. Ashok Babu, President, e-con Systems.**



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“Cypress has established USB 3.0 leadership in the HD camera market based on the performance and flexibility of our FX3 controller, along with the help of design partners such as e-con Systems,” said **Jayant Somani, senior director of worldwide marketing for Cypress’s Data Communication Division**. “Cypress streamlines the design process for our customers by having an ecosystem of leading design houses supporting our USB 3.0 products. e-con adds to this ecosystem with their product and market knowledge, enabling leading-edge designs with FX3 and other upcoming USB 3.0 products.”

The partner webpage of e-con Systems in the Cypress Partner Program can be accessed at <http://www.cypress.com/?id=1389&consultantID=82978&cache=0>

About e-con Systems

e-con Systems is an embedded product development services company focused on concept to product solutions with a strong technology leadership in camera solutions.

e-con Systems provides OEM USB 2.0 / USB 3.0 UVC compliant cameras and customization services of the same. e-con has been using its Camera expertise to help customers in integrating camera in their products like Biometric devices, Document camera visualizers, Object tracking, Low vision devices and Optical Character Recognition (OCR). e-con Systems also provides camera solution to customers in industries such as Industrial camera, Machine vision camera, Measuring technology, MID and IPC Applications, Printing technology, Robotics, Scientific Research, Tablet PC, Telemedicine / Health and Traffic surveillance..

For more information about USB 3.0 Cameras, please visit <http://www.e-consystems.com/See3CAM-USB-3-Camera.asp> and for USB 2.0 Cameras visit <http://www.e-consystems.com/5mp-usb-cameraboard.asp>

About Cypress Design Partner Program

The Cypress Design Partner Program is an expansion of Cypress engineering capabilities providing their customers with access to design services and solutions from trusted and capable partners. The program maintains a list of independent consultants, independent design houses and original design manufacturers with in-house design. The partners are also segmented by region and capability. These partners have demonstrated competence in Cypress products ensuring that only partners with the best skill sets are available to our customers. The partners are tiered by four membership levels: Member, Silver, Gold and Platinum. The membership levels are updated by Cypress annually based on the customer design activity and number of solutions developed by the partners using Cypress products.

About Cypress Semiconductor

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 1, PSoC 3, PSoC 4, and PSoC 5 programmable system-on-chip families. Cypress is the world leader in capacitive user interface solutions including CapSense® touch sensing, TrueTouch® touchscreens, and trackpad solutions for notebook PCs and peripherals. Cypress is a world leader in USB controllers, which enhance connectivity and performance in a wide range of consumer and industrial products. Cypress is also the world leader in SRAM and nonvolatile RAM memories. Cypress serves numerous major 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.



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