

Cypress Introduces Media Transfer Protocol 'Data Pipe' for Protected Content On Next-Generation Portable Media Players

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Solution Combines USB 2.0 Controllers, Drivers and Firmware, Enabling Seamless Transfer Of Music, Movies, and Photo Content Protected by Digital Rights Management Technology

SAN JOSE, Calif., July 6, 2004 – Cypress Semiconductor Corp., the market leader in USB, today announced a new USB 2.0-based solution designed to support Microsoft's soon-to-be-released Media Transfer Protocol (MTP). MTP will enable the secure transfer of music, video and photos between PCs and portable media players, including next-generation MP3 players and Microsoft's Windows Mobile-based Portable Media Centers, due out in the second half of this year.

Cypress's new MTP solution combines the high performance of its EZ-USB FX2 (CY7C68013) controller, its new WinCE Driver for MTP and an Intel® PXA255 microprocessor-based reference design to accelerate development of leading-edge media players.

Large digital media files today are normally transferred with mass storage class (MSC) drivers embedded in Windows operating systems. This method of transport, however, does not provide the level of protection requested by content providers. MTP will allow digital rights management-protected content to be transferred to a host of future mobile audio and video platforms, including MP3 players with video screens, digital still and video cameras, PDAs and cell phones.

"Consumers want to be able to take purchased digital content such as songs, games and movies with them wherever they want, and to transfer content at will, but content creators are very concerned about the release of their Intellectual Property to unprotected systems," said Trevor Davis, product marketing manager for Cypress' Personal Communications Division. "MTP will change the way content is shared. By serving both consumer and business requirements, it will promote wider availability of content.

"MTP is the 'next big thing' to happen to media players and we are well-positioned to become the data pipe of choice for these designs," said Davis. "With multiple high-bandwidth USB 2.0 controllers in our product portfolio, Cypress is able to offer a number of devices that support today's MTP requirements."

About EZ-USB FX2

Cypress's EZ-USB FX2 is a fully integrated peripheral controller, including an 8051 microprocessor, a serial interface engine, a USB transceiver, on-chip RAM and FIFO and a general programmable interface. Its unique architecture handles all basic USB functions, enabling the host system's microcontroller to focus on application-specific functions and ensuring sustained high-performance data transfer rates.

The original press release can be found [here](#).

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