



FAQs for ISBU Customers and Distributors

General FAQs

1. Why did ON Semiconductor buy the ISBU from Cypress?

It is a good fit to the ON Semiconductor portfolio and a strong complement to our market expansion strategy.

The acquisition of the Image Sensor Business Unit from Cypress positions ON Semiconductor as a leading supplier of CMOS Image Sensor products. The 2D CMOS image sensors are a natural complement to ON Semiconductor's existing electro-optical product portfolio including 1D CMOS linear contact image sensors (CIS), ambient light sensors (ALS) and proximity sensors. In addition, the acquisition strengthens the company's talent base and adds an experienced design and applications engineering team for the image sensor market segment. The 2D high-speed CMOS image sensors from the ISBU significantly strengthen and complement ON Semiconductor's image sensor products for the industrial, medical, computing and military/aerospace markets.

This strategic acquisition solidifies ON Semiconductor's position as a leading supplier of CMOS Image Sensor products, and we believe it will enable us to grow very rapidly with some high-margin business.

2. How will ON Semiconductor operate/integrate the ISBU?

The ISBU will immediately become an integrated part of ON Semiconductor's Digital, Military/Aerospace and Image Sensor (DMI) division under the direction of Vince Hopkin, vice president of DMI.

3. How will ISBU products be manufactured moving forward?

Products acquired from Cypress will continue to be manufactured at existing and outsourced foundries, assembly and test facilities. If necessary, any future changes to front-end or back-end manufacturing of ISBU devices will be implemented via a standard transition process with detailed product change notifications (PCNs) to provide sufficient time to qualify new vendors as necessary.



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1. Where do I direct (customer / distribution partner) questions?

Please email your questions to ISBU_Transition@onsemi.com.

2. Who will be my ON Semiconductor contact for applications support?

You will continue to work with the same ISBU applications team you are accustomed to working with. If you have questions please contact Georges.Hiltrop@onsemi.com.

3. Who will be my contact for ISBU Customer Service?

Cypress is currently scheduled to continue to support ISBU business operations as they have in the past (under ON Semiconductor's direction) through July 29, 2011. Please continue to work with Cypress for all supply-chain activities for ISBU products (including order management, purchase orders, credit terms, shipping, invoicing and payment). On August 1, 2011, all ISBU devices are scheduled to be moved onto the ON Semiconductor order systems. At that time, ON Semiconductor will begin to independently support all ISBU products and services.

All ISBU products, services and support can still be accessed via <http://www.cypress.com/?id=201&source=header>. Links to this information from www.onsemi.com will be provided within 30 days.

4. I am a new customer and/or have a new product development questions, who will be my contact for ISBU Sales Channel Support?

For inquiries about new ISBU product developments or if you are interested in becoming a new customer of ISBU products please direct your questions to ON Semiconductor by contacting Georges.Hiltrop@onsemi.com who will connect you with the appropriate direct sales person or channel partner. ON Semiconductor and Cypress utilize many of the same sales channel partners via distribution and sales representatives. Any changes associated with this channel strategy will be communicated to customers directly.

5. Where can I get information on the ISBU products after the sale?

For the time being, all newly acquired ISBU products will retain the Cypress brand. All ISBU products, services and support can still be accessed via <http://www.cypress.com/?id=201&source=header>. Links to this information from www.onsemi.com will be provided within 30 days.

6. I currently buy through distribution. Will I still be able to buy through distribution after the sale?

All ISBU products will continue to be supported by the Cypress distribution channel. Any changes to these processes will be communicated to customers directly.

7. Will any products be discontinued as a result of the sale?

There are no plans to discontinue any ISBU products.



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8. Are any price increases anticipated as a result of the sale?

Prices are subject to market price reviews.

9. I currently work with an individual in the ISBU. Will I still be able to work with the same individual after the sale?

You should to continue to work with the same ISBU individual. (As part of the acquisition transaction, ON Semiconductor made employment offers or has continued the employment of the entire ISBU staff.)

10. Where will I place purchase orders?

Purchase orders for all ISBU products will continue to be supported by the Cypress supply chain team and distribution partners as they have in the past and will remain virtually unchanged for now. Any changes to these processes will be communicated to customers directly.

11. If I have a quality issue with my products, who do I contact?

Customer support and RMA issues for all ISBU products will continue to be handled by Cypress as they have in the past and will remain virtually unchanged for now. Any changes to these processes will be communicated to customers directly.

12. If I have a delivery issue with my products, who do I contact?

Delivery issues for all ISBU products will continue to be handled by Cypress as they have in the past and will remain virtually unchanged for now. Any changes to these processes will be communicated to customers directly.

For additional support, please email any delivery issues or questions to ISBU_Transition@onsemi.com.

13. Do ON Semiconductor's Standard Terms and Conditions differ from Cypress? If so, how?

Cypress' T's and C's and policy will apply until the ISBU business is fully integrated into the ON Semiconductor systems, scheduled for August 1, 2011. Standard T's and C's between the two companies are very similar.

14. I am currently engaged with the ISBU in designing a custom image sensor. How does this sale/acquisition affect completion of my design (timing, personnel working on the design, etc.)?

The acquisition by ON Semiconductor is not expected to affect your design project – since ON Semiconductor is working to retain the entire ISBU team. If there is any impact, changes will be communicated to you directly through the normal project management reporting process.



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15. I currently buy custom image sensors designed for my company from Cypress.

Does ON Semiconductor plan to continue to support my products?

ON Semiconductor has made arrangements with Cypress to continue to support all ISBU products until they can be transferred to the ON Semiconductor supply chain flow, at which time ON Semiconductor plans to continue to support your product. Every ISBU customer and product is important to us.

16. Does ON Semiconductor plan to stay in the custom image sensor business?

ON Semiconductor plans to continue and grow the image sensor business.

17. I currently communicate with ISBU personnel by email. When will I learn the new email addresses?

Mail sent to the Cypress ISBU email addresses will be automatically forwarded to the new ON Semiconductor email addresses. You may ask your ISBU contacts for their new mail addresses by sending a request to their Cypress email address.

18. How will ON Semiconductor's acquisition of the ISBU affect the business and the support (sales, apps, etc.) I receive?

Customer support, including order management, purchase orders, etc. for all ISBU products will continue to be handled by Cypress as they have in the past under our direction and will remain virtually unchanged for now.

Applications and design support will continue to be supported by the ISBU team as it has in the past.

Inquires about new ISBU product developments or about becoming a new customer of ISBU products should be directed to Georges.Hiltrop@onsemi.com who will connect you with the appropriate direct sales person or channel partner. ON Semiconductor and Cypress utilize many of the same sales channel partners via distribution and sales representatives.

Any changes to these processes will be communicated to customers directly.

19. Cypress required their distributors to make all ISBU devices NCNR. Why did Cypress do this and does it mean ON Semi will only take NCNR orders?

We are aware of concerns related to NCNR orders. Before the close of the acquisition, Cypress required their distributors to make all ISBU devices NCNR to facilitate the transition. All ISBU devices are scheduled to remain in this status through July 29, 2011. Beginning on August 1, all ISBU devices will be moved onto the ON Semiconductor order systems. At that time, ISBU standard parts will be removed from NCNR status.