

A large, circular, blue-tinted image of a microchip die, showing a grid of circuitry, is positioned on the right side of the slide. It is partially cut off by the edge of the frame.

# ***PSoC® FirstTouch Starter Kit***

**Integration  
Flexibility  
Real Mixed-Signal Programmability**



PERFORM

# Product Overview – FirstTouch Kit

---

- Built-in Applications
  - Sensing - touch, temperature, ambient light, proximity
  - Control – color LEDs, PC screen, alarm
- Hardware
  - USB thumb drive form factor
  - Multi-function expansion board detaches for insertion into target systems
- PSoC Express software
  - Easy visual embedded design
  - No Assembly or C coding
- \$29.95 resale



# PSoC FirstTouch Starter Kit



## Single Platform – Multiple Applications Out of the Box:

- 1) **CapSense Touch Sensing:** Based on finger position on slider, LED color changes  
Applications: White Goods, Handsets, Consumer Electronics, Computers
- 2) **Temperature Sensing:** Based on Temperature changes, LED color changes, Buzzer sounds.  
Applications: Fan Control, Alarm Systems
- 3) **Ambient Light Sensing:** Based on Light intensity, the LED brightness changes  
Applications: Intelligent Light sensing, such as PC monitors & Mobile phones where screen brightness change
- 4) **CapSense Proximity Sensing:** Based on the hand proximity, LED color changes  
Applications: White Goods, Handsets, Consumer Electronics, Computers

# The Value of PSoC Mixed-Signal Arrays

## Unmatched Integration

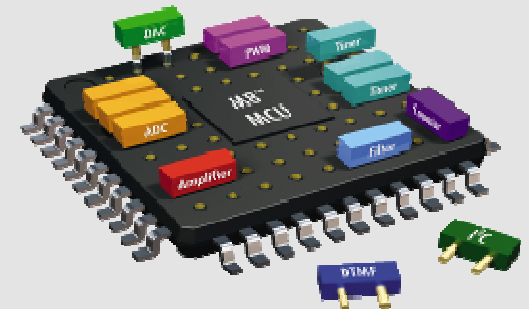
PSoC is a complete system-level solution with digital and analog peripherals, an 8-bit microcontroller, and embedded Flash memory

## Ultimate Flexibility

The easy to use PSoC Express Visual Embedded System Design Tool enables designers to easily make revisions to make ever-changing system requirements – up to the last-minute.

## Real-Mixed Signal Programmability

PSoC offers a complete set of analog and digital peripherals (amplifiers, ADCs, DACs, filters, comparators, timers, counters, PWMs, SPI, UART, etc.) that can be configured to design specifications.



# PSoC FirstTouch Starter Kit Packaging

The packaging layout is divided into three main sections:

- Back Panel (Left):** Contains three feature highlights:
  - The Power of PSoC® Mixed-Signal Arrays:** Accompanied by an image of a PSoC chip.
  - Unmatched Integration:** PSoC® is a complete system-level solution with digital and analog peripherals, an 8-bit microcontroller, and embedded Flash memory.
  - Ultimate Flexibility:** The easy to use PSoC Express™ visual embedded system design tool enables designers to easily make revisions to meet ever-changing system requirements—up to the last minute.
  - Real Mixed-Signal Programmability:** PSoC® offers a complete set of analog and digital peripherals (amplifiers, ADCs, DACs, filters, comparators, timers, counters, PWMs, SPI, UART, etc.) that can be configured to design specifications.
- Spine (Middle):** Vertical text reads "PSoC® FirstTouch™ Starter Kit CY3270" and "www.cypress.com/FirstTouch".
- Front Panel (Right):** Features the title "PSoC® FIRST TOUCH™ THE ULTIMATE STARTER KIT" and "Featuring PSoC Express™" over a background image of people holding up their phones at a concert. At the bottom, it lists capabilities: CAPSULE TOUCH SENSING, TEMPERATURE SENSING, LIGHT SENSING, and CAPSULE PROXIMITY SENSING.

Dimensions are indicated by arrows: a height of 180 mm and a width of 146 mm for the front panel, and a width of 24 mm for the spine.



5.6 oz – 159g

24 mm

146 mm