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## Automotive Bus Technology Delivers Superior Digital Audio Quality

*AD2410 transceiver uses new Automotive Audio Bus (A<sup>2</sup>B) to deliver 50 Mbps bandwidth while reducing audio system cost, weight, and design complexity.*

NORWOOD, Mass.--(BUSINESS WIRE)-- [Analog Devices, Inc.](http://www.analog.com) (NASDAQ: ADI), a global leader in high-performance semiconductors for signal processing applications, introduced today a [digital audio bus technology](#) capable of distributing audio and control data together with clock and power over a single, unshielded twisted-pair wire. The AD2410 transceiver is the first in a family of devices that enables ADI's new [Automotive Audio Bus](#) (A<sup>2</sup>B), which significantly reduces the weight of existing cable harnesses, resulting in improved vehicle fuel efficiency while delivering high fidelity audio. The AD2410 transceiver also eliminates the need for expensive microcontrollers with large memories that are required in existing digital bus architectures.

- Learn more about the AD2410 transceiver and A2B technology: <http://www.analog.com/AD2410>
- Watch a video: <http://videos.analog.com/video/products/audiovideo-products/3832751027001/Automotive-Bus-Technology-Delivers-Superior-Digital-Audio-Quality/>

"As an early implementer of ADI's A<sup>2</sup>B, Panasonic Automotive found the technology to significantly reduce cabling complexity and associated cost and weight of next-generation infotainment systems, key areas of focus for Panasonic's OEM customers," said Jonathan Lane, Group Manager, Audio & Acoustics, part of Panasonic Automotive Systems Company of America (PASA\*) Advanced Development Engineering. "We believe A<sup>2</sup>B to be well suited to address applications such as microphone arrays and Active Noise Cancellation, a leading area of expertise for Panasonic that we expect to be an integral component of next-generation infotainment systems."

### More about the AD2410 A<sup>2</sup>B Transceiver

The AD2410 is a low-cost audio transceiver that provides 50 Mbps of data bandwidth and support for up to 32 discrete upstream and downstream audio channels. All standard audio sampling rates are supported as is daisy-chaining of multiple AD2410 slave devices to a single master. Unlike existing digital bus architectures, system delay is fully deterministic at all slave nodes, making the AD2410 particularly well suited for applications including active noise cancellation, in-car communications, and microphone beam forming. In addition to decreasing cabling complexity, the AD2410 reduces audio system eBOM costs by providing a phantom power capability to all slave nodes, which eliminates the need for a local power source. The AD2410 meets all relevant automotive ESD, EMI, and EMC requirements. It operates over the extended automotive temperature range (-40C to +105C) and is fully AEC-Q100 qualified. The AD2410 also includes extensive diagnostic capabilities enabling the identification of system-related failures. The AD2410 is fully configurable using ADI's SigmaStudio<sup>TM</sup> graphical development tool which minimizes development time and ensures fast time to market.

### Pricing and Availability

Product	Sample Availability	Production Availability	Price Each Per 1K	Package
<a href="#">AD2410</a>	NOW	December	\$4.95	32-lead LFCSP
<a href="#">EVAL2410WDZ (Master)</a>	NOW	December	\$795.00	
<a href="#">EVAL2410WBZ (Slave-Phantom Powered)</a>	NOW	December	\$495.00	
<a href="#">EVAL2410WGZ (Slave-Local Powered)</a>	NOW	December	\$495.00	

First OEM deployments of the AD2410 transceiver are expected in 2016.

### About Analog Devices

Innovation, performance, and excellence are the cultural pillars on which Analog Devices has built one of the longest standing, highest growth companies within the technology sector. Acknowledged industry-wide as the world leader in data conversion and signal conditioning technology, Analog Devices serves over 60,000 customers, representing virtually all types of electronic

equipment. Analog Devices is headquartered in Norwood, Massachusetts, with design and manufacturing facilities throughout the world. Analog Devices is included in the S&P 500 Index. <http://www.analog.com>

\*PASA is a division of Panasonic Corporation of North America

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