

Transceiver Provides Reliable Radio Connections and Extended Battery Life for IoT and Other Wireless Applications

NORWOOD, Mass.--(BUSINESS WIRE)-- [Analog Devices, Inc.](http://www.analog.com) (ADI) today introduced a low power, high performance, radio transceiver for battery powered applications. The new transceiver enables more reliable wireless radio connections with fewer retries and packet losses as well as longer battery lifetime. The ADF7030-1 features a highly sensitive receiver and superior immunity to signal interferences as well as low power modes, including the industry's lowest current in sleep mode. Designed with ADI's advanced radio technology, the transceiver is ideal for users of Internet of Things (IoT) devices, smart metering, security and building automation, industrial control, and wireless sensor networks.

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Transceiver Provides Reliable Radio Connections and Extended Battery Life for IoT and Other Wireless Applications (Photo: Business Wire)

that reduces engineering development time. A highly programmable packet handler saves more valuable time by simplifying programming interfaces and code development on the host microprocessor. Comprehensive testing by ADI allows engineers to deploy network settings confidently without spending additional time optimizing settings to maximize performance.

Pricing and Availability

Product	Product Availability	Price Each per 1000	Description
ADF7030-1BCPZN	Now	\$1.99	6 mm x 6 mm, 40-lead, LFCSP
ADF70301-868EZKIT	July	1 unit @ \$599.00	Evaluation and Development Kit
ADF70301-433EZKIT	July	1 unit @ \$599.00	Evaluation and Development Kit

- View product pages, download data sheets, order samples and evaluation boards:
<http://www.analog.com/ADF7030-1>
- Learn about Analog Devices' low power RF transceiver portfolio:
<http://www.analog.com/en/products/rf-microwave/integrated-transceivers>

The new ADF7030-1 sub-GHz integrated radio transceiver supports narrowband and wideband operation across sub-GHz ISM bands and data rates from 0.1 kbps to 300 kbps using 2GFSK modulation. The radio transceiver also supports Wireless M-Bus (WMBUS) and IEEE 802.15.4g-based protocols. Offering excellent receiver sensitivity that maximizes link budgets and support for larger cell sizes with a high immunity to interference, the new transceiver also improves system reliability. The ADF7030-1 transceiver features a smart wake mode that provides low overall power consumption enabling long lifetime in battery operated systems while maintaining excellent RF performance. The device can enter a low power sleep mode consuming only 10 nA with memory retained.

With an emphasis on flexibility and ease of use, the ADF7030-1 radio transceiver features an on-chip ARM® Cortex®-M0 radio processor that performs radio control and calibration, including time sequencing

About Analog Devices

Analog Devices (NASDAQ: ADI) designs and manufactures semiconductor products and solutions. We enable our customers to interpret the world around us by intelligently bridging the physical and digital with unmatched technologies that sense, measure and connect. Visit <http://www.analog.com>.

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