



AHEAD OF WHAT'S POSSIBLE™

The Car of Tomorrow

MARK GILL

VP AUTOMOTIVE ELECTRIFICATION AND INFOTAINMENT

Key Takeaways

Drivers



Drivetrain Electrification to Double ADI's SAM by 2022



Autonomous Vehicles Create a \$3B Opportunity



Heritage in High Performance Solutions Connecting the Physical and Digital Worlds

Impact



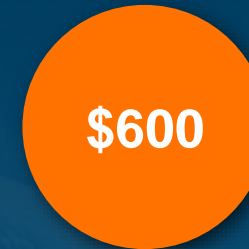
Highest Performance Battery Management Solutions



Unique ADI Drive360™ Platform in Radar and Lidar

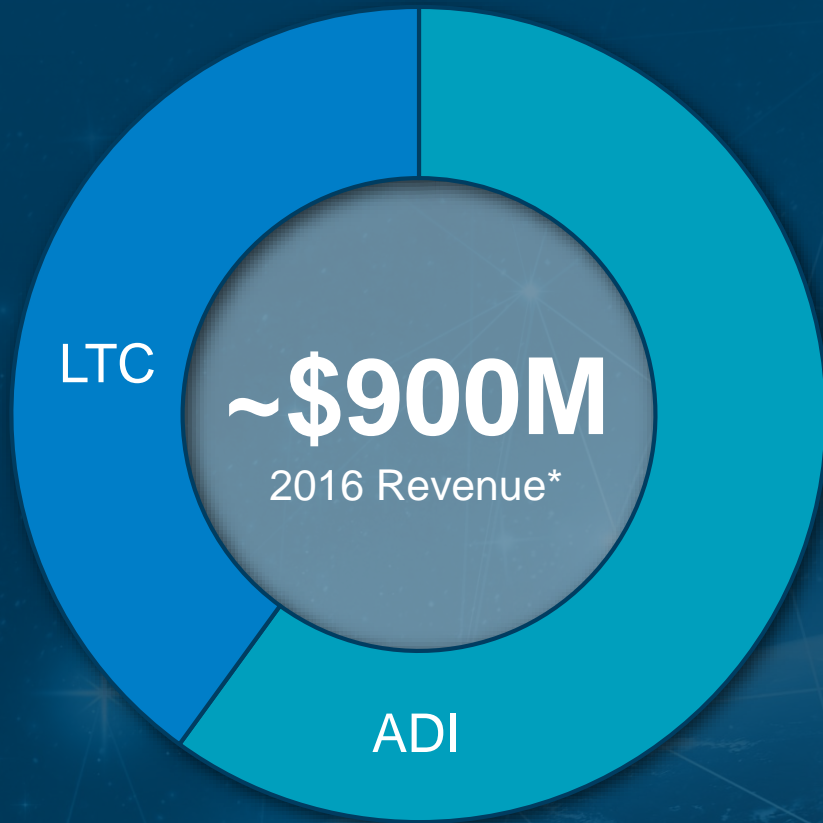


Complementary ADI and LTC Portfolios Accelerate Growth up to 3x SAAR



Dollar Content Opportunity per Vehicle by 2025

ADI Automotive Business Overview



Key Supplier Since Early 1990s
Long Product Life Cycles



Full-Scale Leverage of ADI
Technology Portfolio



Diversified Across Customers,
Products, and Markets

Driving ADI Dollar Content Opportunity to \$600 from \$250 per Vehicle

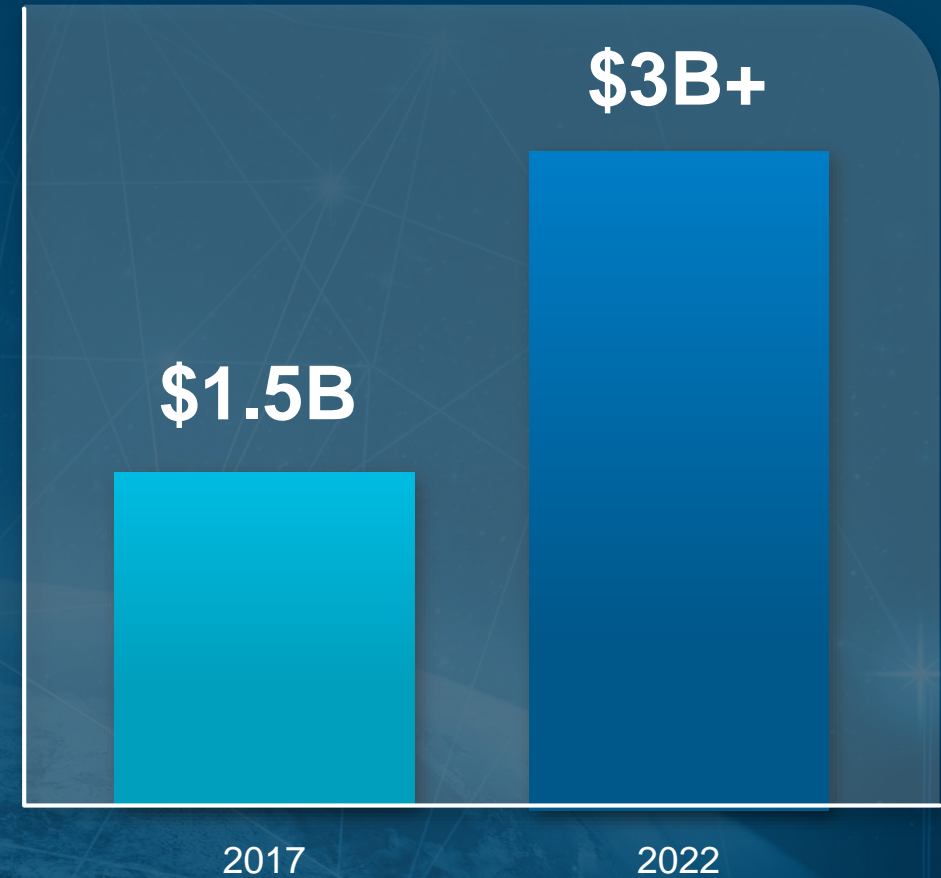


Electrification of the Car Drives a 2× ADI SAM by 2022

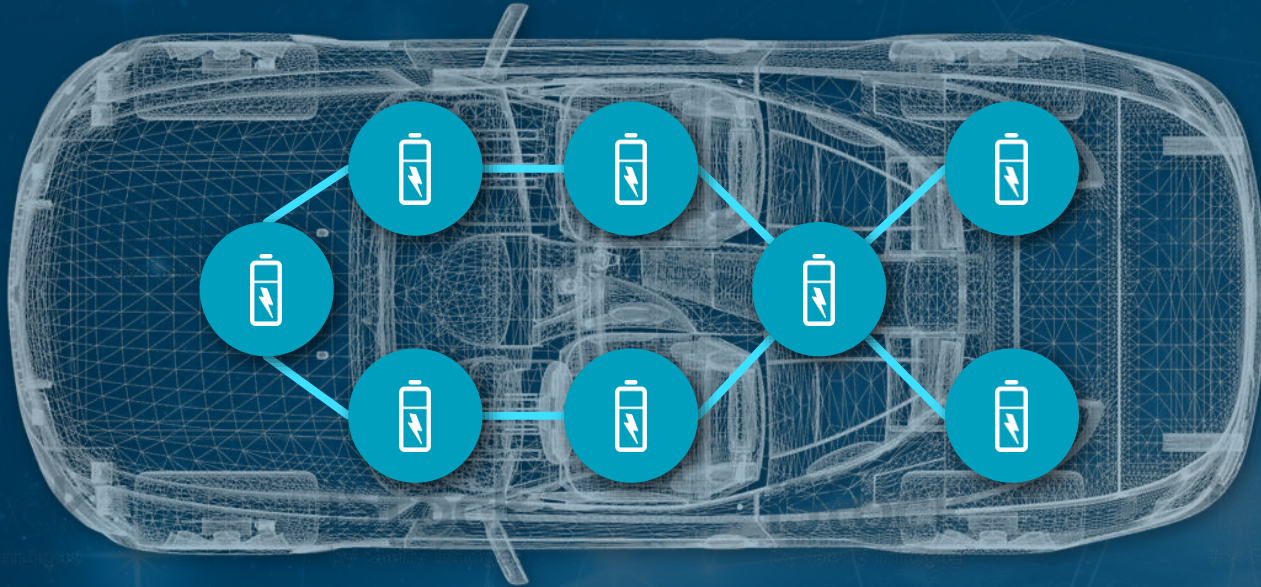
Growth from Electric Vehicles



Electrification SAM



Delivering the Highest Performance Battery Management Systems (BMS) for EV and HEV



3×

Better Accuracy

25+
miles

Increase in Driving
Range

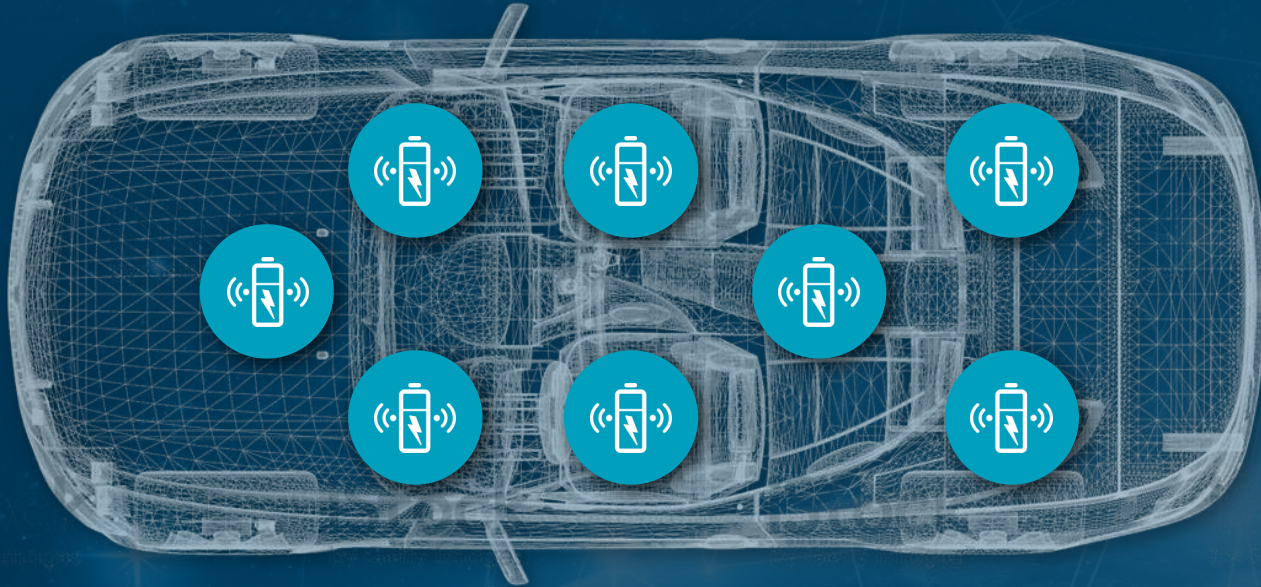
\$500+

Cost Savings to
OEM

10+
years

Battery Life

Next-Generation BMS Goes Wireless



Reduces Weight



Eliminates Wires,
Connectors, Assembly

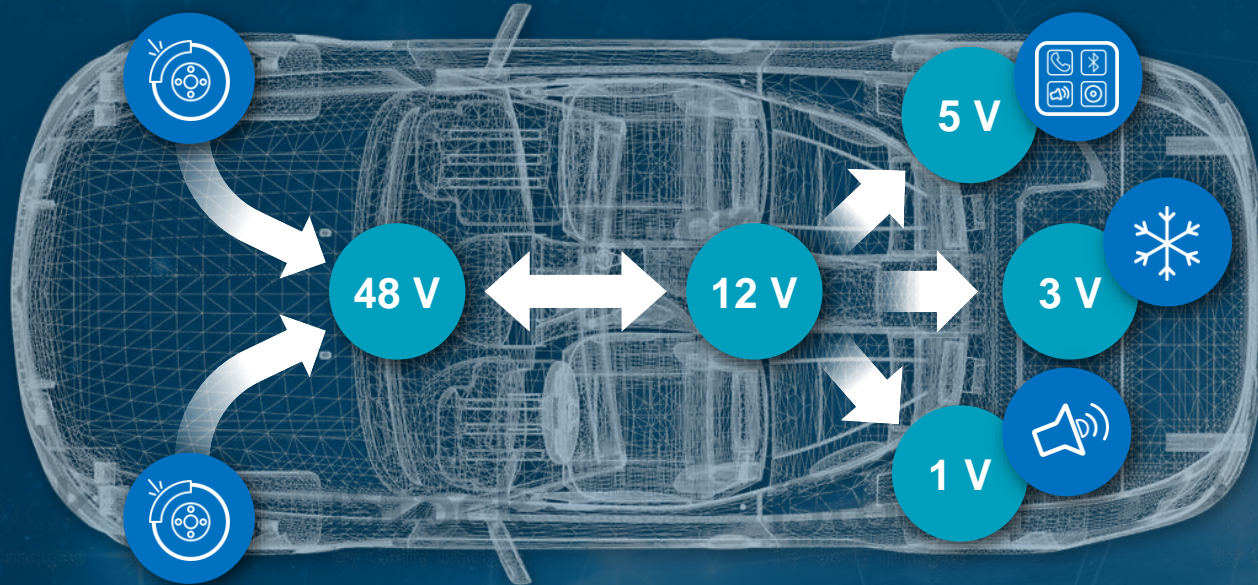


Highest Reliability



Safer Than Wires

LTC's Highly Complementary Power Management Solutions Complete the ADI Signal Chain



Silent Switcher®



Lowest Radiated
Noise



Extremely Rugged

µModule®



Highest Power
Density



Easy to Use

Drive360™

AUTONOMOUS DRIVING SOLUTIONS



Radar

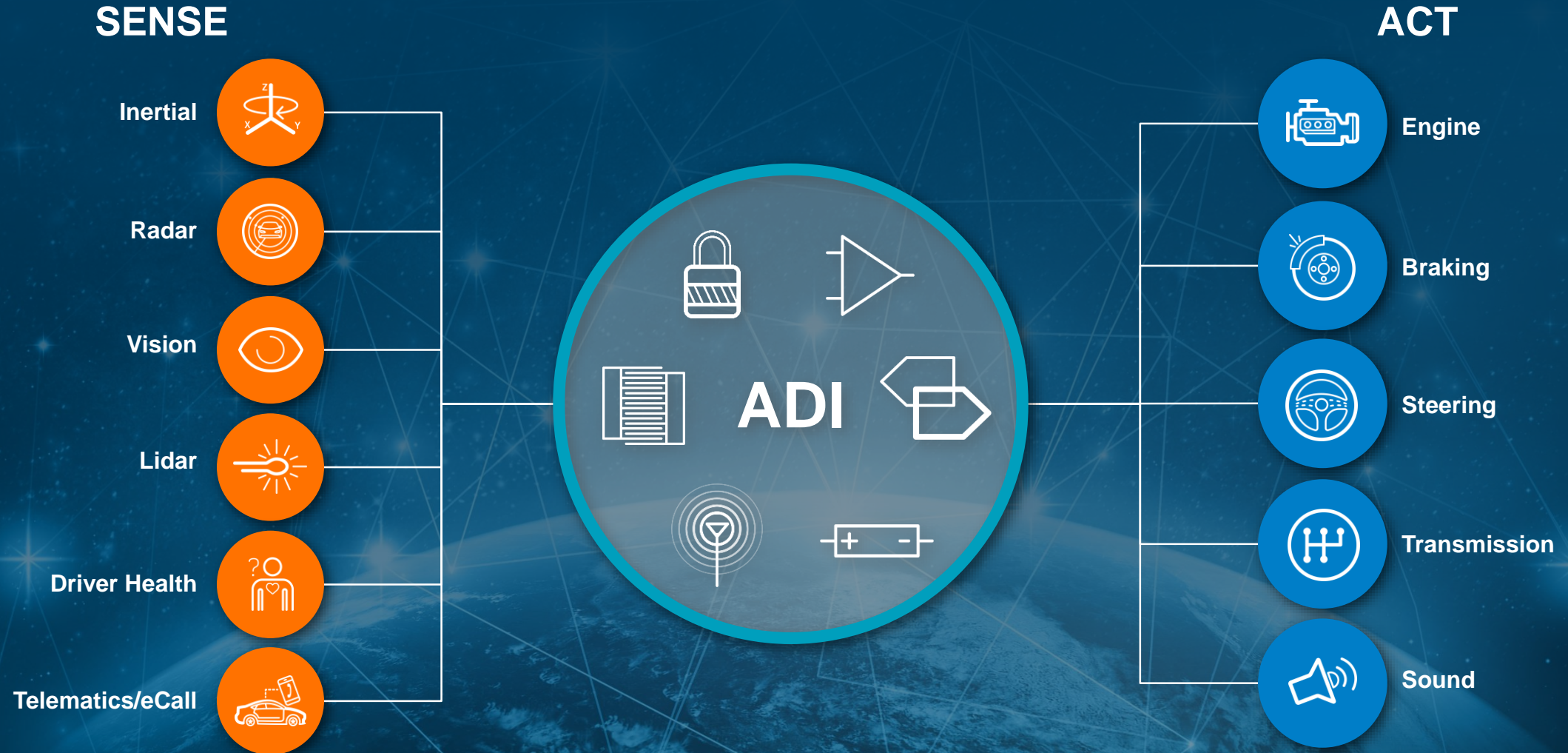


Lidar



Inertial

ADI's Sensor Accuracy, Precision, Performance Drives the AI Engine



Life Saving Radar and Lidar Performance

\$3 Billion Opportunity



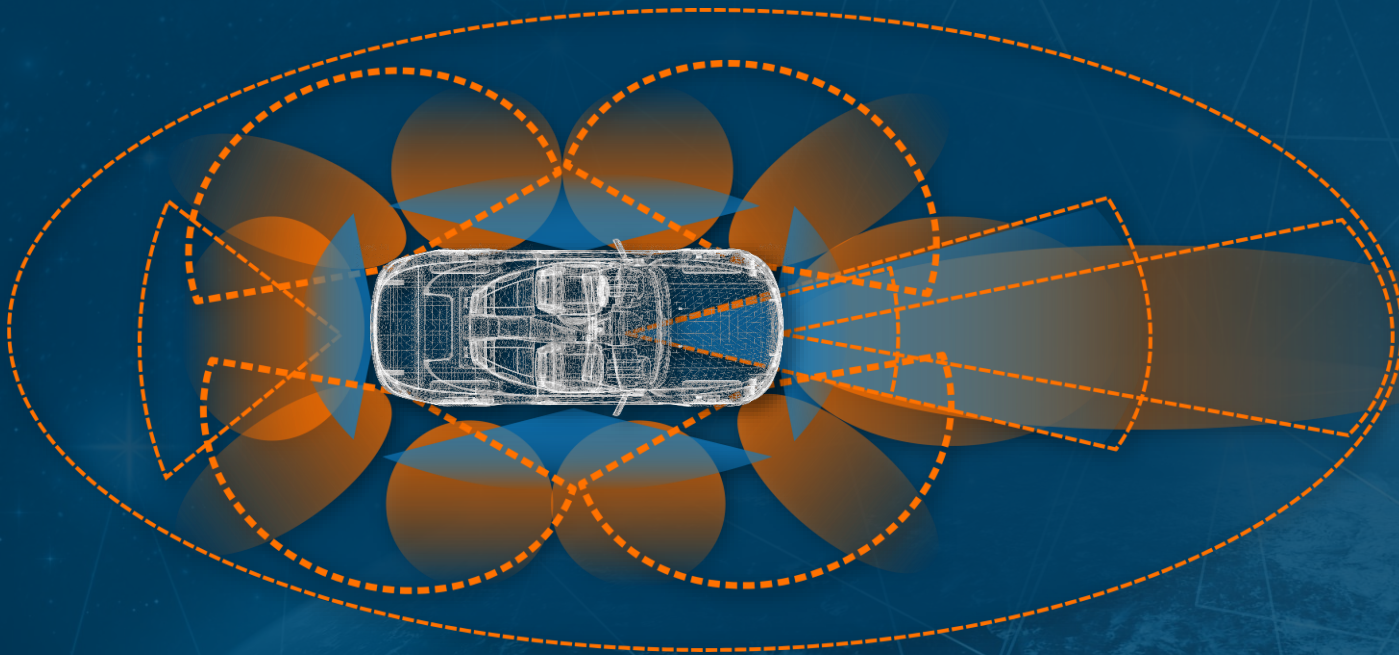
Lidar



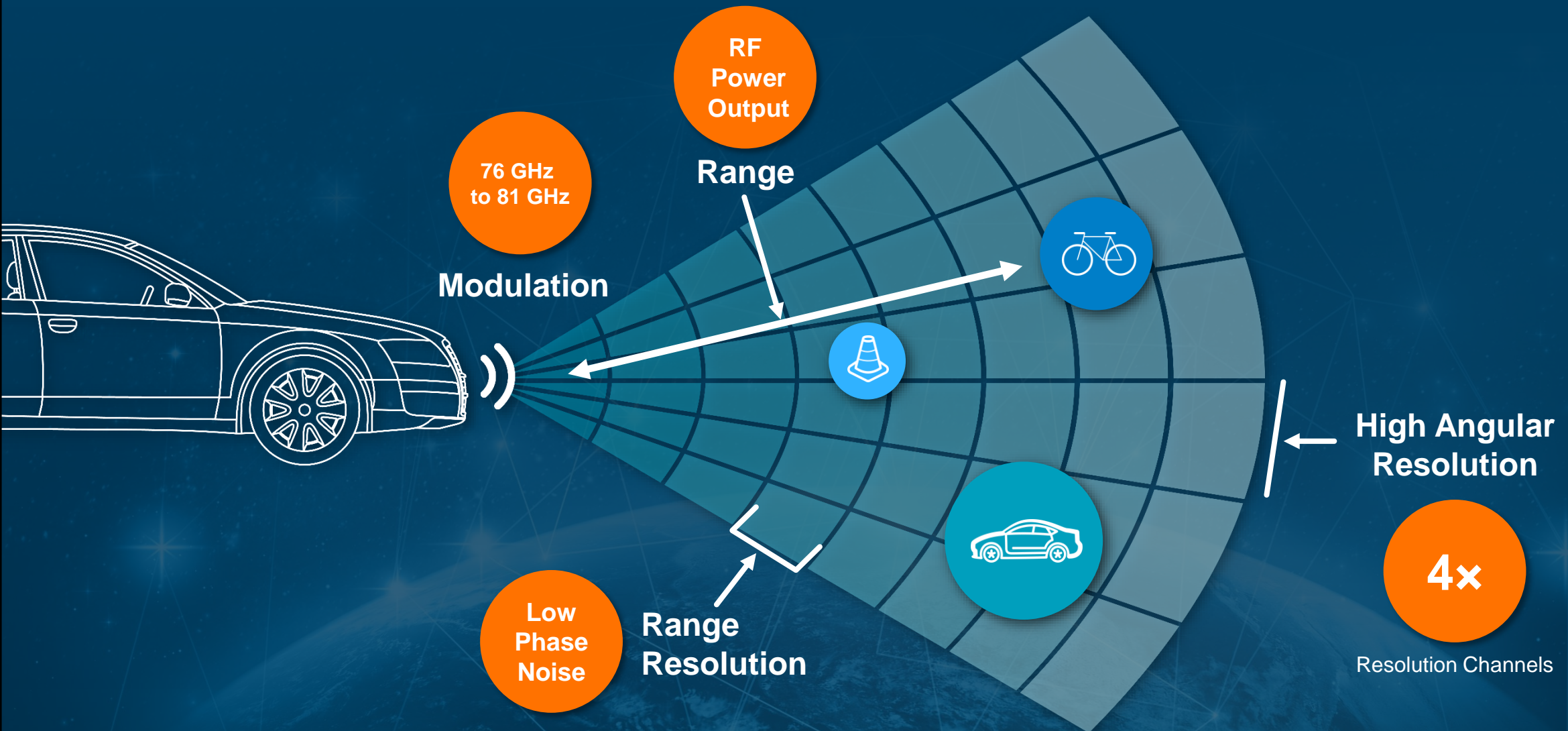
Radar



Vision



ADI Drive360 Enables High Precision, High Resolution, Long Range Radar



Drive360 RF CMOS 77GHz Radar Platform

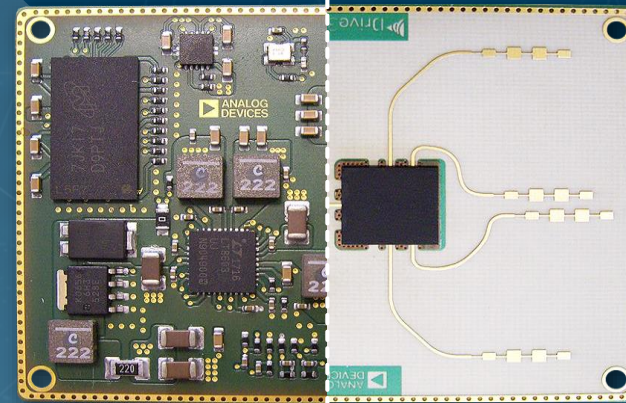
Today



Optimizations

Front

Back



Optimized
Power
Management

RF CMOS
Integration

Future

3×

Smaller Footprint

>8×

Receive Channels



MIMO Capable



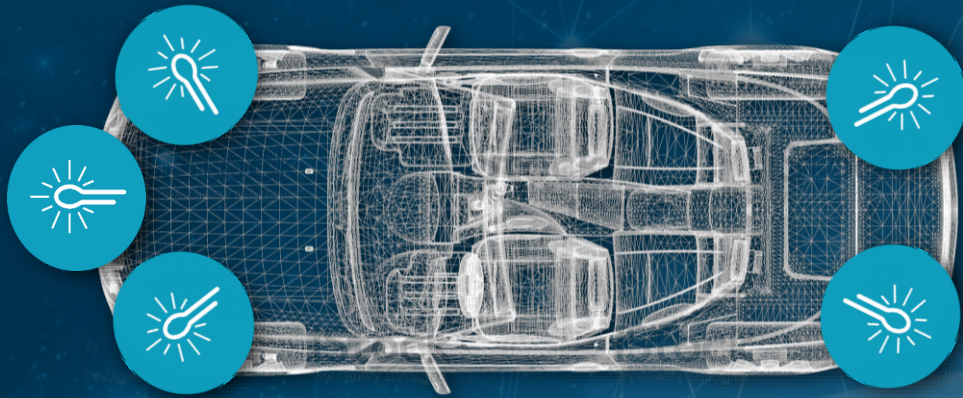
RF Performance



Digital Integration

Solid-State Lidar—One of a Kind

\$1 Billion
Opportunity by 2027



Advantages

More Robust
to Vibration



Flexible
Frame Rates



**Lidar System
Leverages ADI's
Complete
Portfolio**

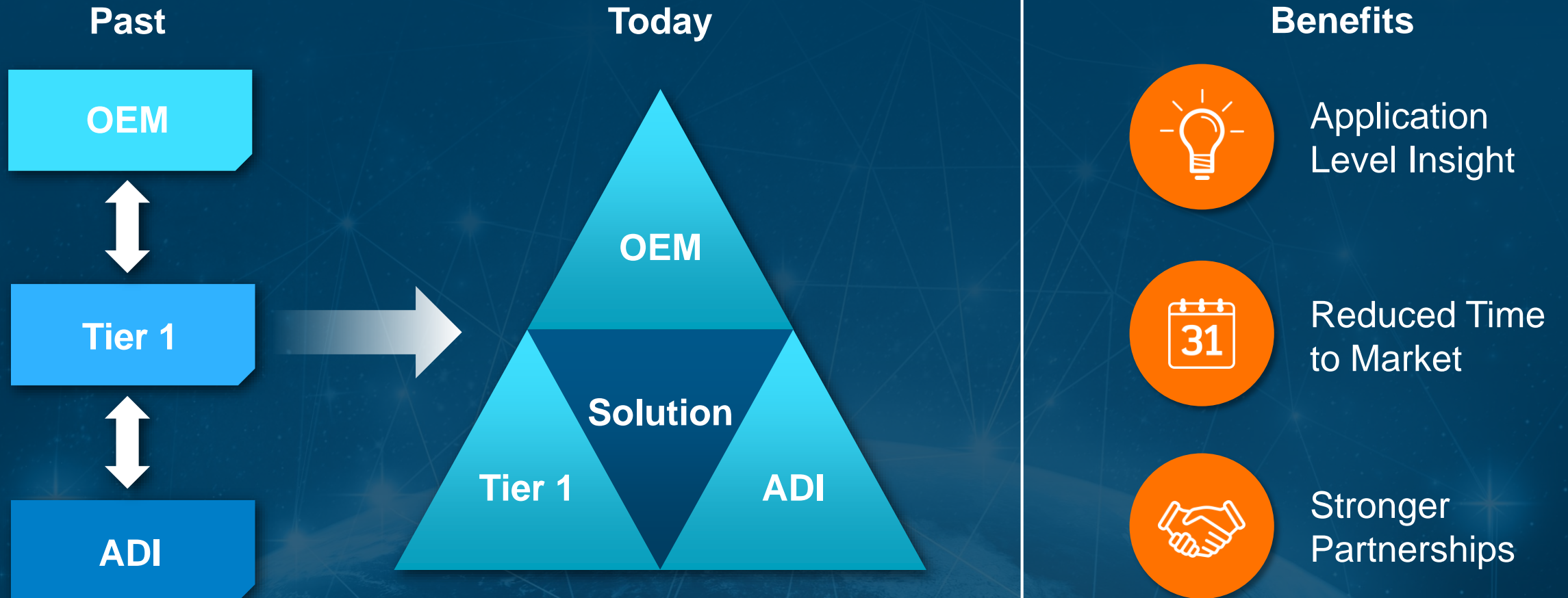
No Blind
Spots



Dynamic
Beam Steering



Accelerating Innovation with OEM and Tier 1 Partners

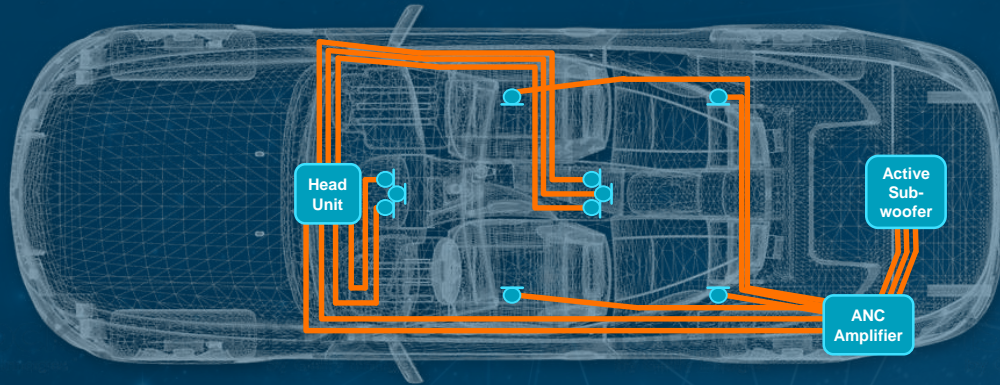


Example of Partnership Innovation—A²B[®] Accelerated Adoption

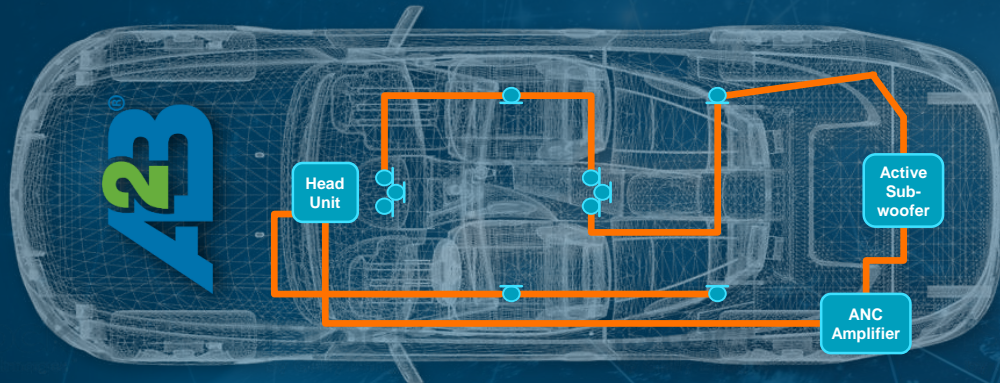


Automotive
Audio Bus

Traditional Heavy Wiring



A²B Lightweight Harness



Lighter Weight



Fuel Efficiency



Tax Savings



System Cost
Savings



Highest Fidelity
Audio

Our Vehicle Content Opportunity Accelerates to \$600 from \$250 by 2025



Electrification

- Battery monitoring
- Power distribution network
- Start-stop
- Electric drive
- Motor control
- Chassis control

Today

\$250

per vehicle

2025

\$600

per vehicle



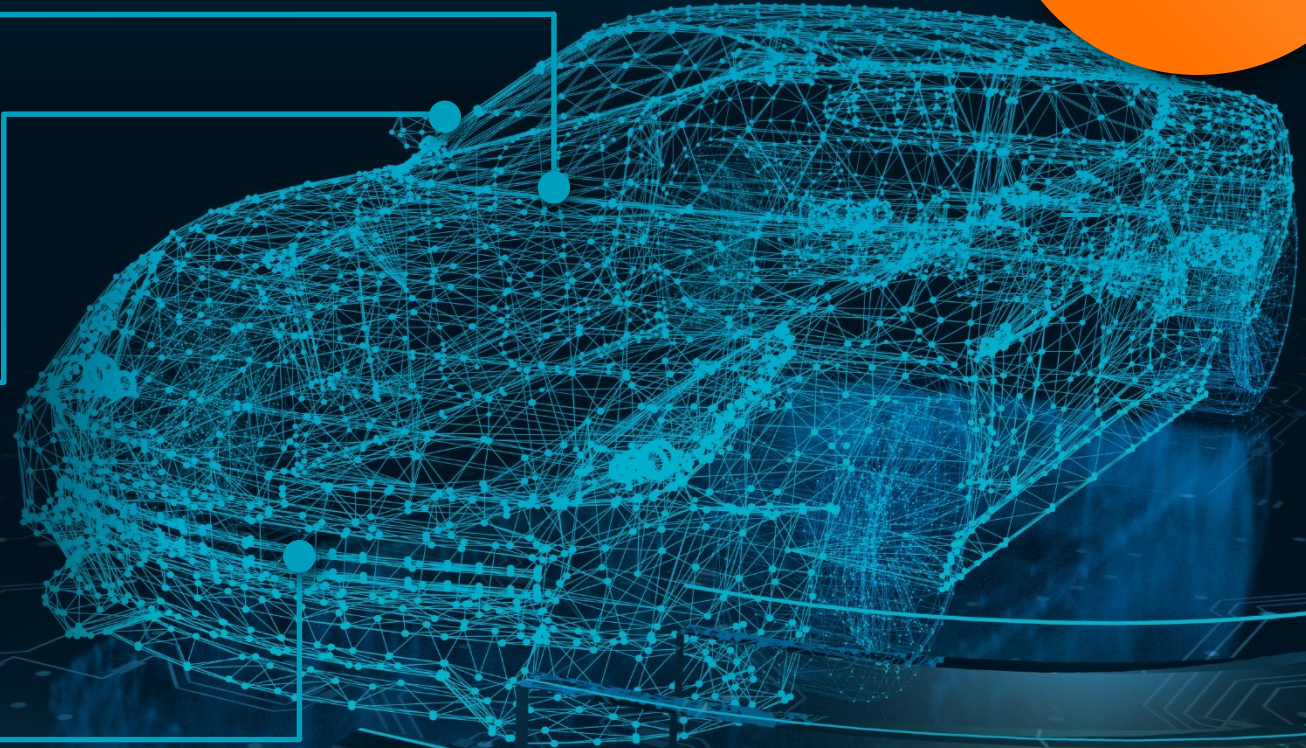
Cabin Electronics

- Advanced speech
- Noise cancellation
- HMI
- Multichannel audio
- Telematics
- Surround view cameras
- Driver health monitoring



Safety

- Radar
- Lidar
- Crash sensing
- Stability control
- eCall



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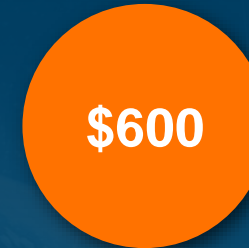
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Analog Devices 2017 Investor Day

POWERFULLY CONNECTING THE PHYSICAL
AND DIGITAL WORLDS