

Ford Motor Company Selects Analog Devices' Automotive Audio Bus™ for its Next-Generation Infotainment Systems

NORWOOD, Mass.--(BUSINESS WIRE)-- [Analog Devices, Inc.](http://www.analog.com) (NASDAQ: ADI) announced today that the Ford Motor Company has selected the Automotive Audio Bus™ (A²B) as its primary infotainment network technology with in-vehicle deployments starting in 2016. ADI's A²B technology is capable of distributing audio and control data together with clock and power over a single, unshielded twisted-pair wire, enabling advanced, feature-rich infotainment systems while reducing system costs in wiring-intensive automotive applications.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160119005285/en/>

Learn more about A²B technology and products at <http://www.analog.com/A2B>

Ford will use the AD2410 transceiver, the first product in the A²B portfolio, in four vehicle platforms moving to production in 2016. The A²B series also includes the AD2401 and AD2402 transceivers that have been specifically tuned for microphone connectivity, making them particularly well suited for applications such as active noise cancellation, hands-free, and in-car communications.

"We're extremely pleased that Ford has selected the A²B technology for its infotainment systems," said Vlad Bulavsky, general manager, Automotive Cabin Electronics Business, Analog Devices. "As an early adopter of the A²B technology, Ford has been a great partner and instrumental in refining the feature set of future A²B devices."

A²B devices meet all relevant automotive ESD, EMI, and EMC requirements, are fully AEC-Q100 qualified, and operate over the extended automotive temperature range (-40C to +105C).

About Analog Devices

Analog Devices 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>.

Automotive Audio Bus is a trademark of Analog Devices, Inc.

To subscribe to ADI's News Feed: <http://www.analog.com/en/homepage/news.html>

Follow ADI on Twitter: http://www.twitter.com/ADI_News

Subscribe to *Analog Dialogue*, ADI's monthly technical journal: <http://www.analog.com/library/analogDialogue/>

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160119005285/en/>

Analog Devices, Inc.
Linda Kincaid, 781-937-1472
linda.kincaid@analog.com

or
Porter Novelli
Andrew MacLellan, 617-897-8270
andrew.maclellan@porternovelli.com

Source: Analog Devices, Inc.

