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Analog Devices Collaborates with Baidu on Project Apollo to Advance Autonomous Driving

NORWOOD, Mass.--(BUSINESS WIRE)-- [Analog Devices, Inc.](#) (Nasdaq:[ADI](#)) announced that it has signed a collaboration memorandum of understanding (MOU) with Baidu to jointly advance autonomous driving. The collaboration is expected to enhance autonomous driving solutions for Project Apollo, Baidu's autonomous driving system platform, including sensor fusion, algorithms and ecosystem partners.

"There are stunning innovations being developed in China by traditional automotive companies as well as the disruptors in car manufacturing," said Chris Jacobs, Vice President, Autonomous Transportation and Safety at Analog Devices. "ADI offers groundbreaking advantages in autonomous driving, cabin electronics, and EV and HEV powertrain. We are excited to collaborate with Baidu and are committed to offering our cutting edge solutions to help advance technologies in this fast emerging and evolving era of smart driving."

The collaboration will focus on providing comprehensive, systematic and reliable solutions to address autonomous driving and intelligent connectivity critical to the future of smart traffic. ADI and Baidu will share resources and technologies to further develop the sensing and navigation application for Project Apollo including RADAR, LIDAR, Inertial Measurement Units (IMU), A²B/C²B bus, and digital signal processing (DSP) products.

ADI is committed to the development of differentiated technologies to address performance, reliability and security critical to the future success of autonomous driving. The quality of ADI's sensor data allows the AI to be better informed about the world around it and make the decisions well in advance of potential obstacles, helping to reduce the chances of autonomous vehicle accidents. In addition, ADI's Drive360 navigation and perception solution - comprising RADAR, LIDAR and IMUs - functions as a safety shield around the vehicle, as these three sensing modalities are fused together, giving the vehicle its sense of sight and feeling.

These industry-leading high-performance products and solutions are playing a critical role in helping global car manufacturers and automotive electronics system manufacturers develop the next generation of autonomous driving.

For more information please visit: www.analog.com/automotive

About Analog Devices

Analog Devices is the leading global high-performance analog technology company dedicated to solving the toughest engineering challenges. We enable our customers to interpret the world around us by intelligently bridging the physical and digital with unmatched technologies that sense, measure, power, connect and interpret. Visit <http://www.analog.com>. (ADI-WEB)

This release may be deemed to contain forward-looking statements intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. These forward-looking statements include, among other things, our statements regarding the expected opportunities, benefits and developments associated with the memorandum of understanding with Baidu, including the anticipated sharing of resources and technologies, advancements in technologies, solutions and product development efforts and offerings, that are based on our current expectations, beliefs, assumptions, estimates, forecasts, and projections about the industry and markets in which Analog Devices operates. The statements contained in this press release are not guarantees of future performance, are inherently uncertain, involve certain risks, uncertainties, and assumptions that are difficult to predict. Therefore, actual outcomes and results may differ materially from what is expressed in such forward-looking statements, and such statements should not be relied upon as representing Analog Devices' expectations or beliefs as of any date subsequent to the date of this press release. Important factors that could cause actual results to differ materially from the results described, implied or projected in any forward-looking statements include difficulty or delay in our design, development, production and marketing of products, technologies and solutions, including those associated with the memorandum of understanding with Baidu and other risk factors described in our most recent filings with the Securities and Exchange Commission. We do not undertake any obligation to update forward-looking statements made by us.

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