



AHEAD OF WHAT'S POSSIBLE™

April 21, 2016

Analog Devices and LifeQ Collaborate to Improve Effectiveness of Body Monitoring Devices in Health Management

NORWOOD, Mass.--(BUSINESS WIRE)-- [Analog Devices, Inc.](http://www.analog.com) (ADI) today announced a collaboration with LifeQ to develop technology that will make it possible for non-invasive body monitoring devices to provide highly accurate physiological data that currently is only available through the use of expensive, invasive and hard-to-access equipment. By combining the market-leading engineering and innovation of Analog Devices with the unique biomathematical capabilities of LifeQ, the two companies plan to design sensors that enable personalized, continuous and accurate tracking of physiological parameters such as heart rate, sleep phases, sleep quality, blood lactate, 24-hour calorie intake as well as stress markers such as salivary cortisol. Monitoring this type of data can increase early detection of emergency conditions and diseases in at-risk patients.

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

<http://www.businesswire.com/news/home/20160421005327/en/>



"The development of smart wearable sensors is essential to supercharge the next generation of non-invasive body monitoring solutions," said James Doscher, general manager, Industrial and Business Healthcare Group, Analog Devices. "ADI offers the semiconductor expertise and LifeQ provides the bio-mathematical understanding needed to develop sensors that can make body monitoring devices even more effective in preventing, predicting and managing diseases. This, in turn, will impact how doctors and patients share information, interact, and make decisions about patient care. Patients can have greater access to vital data about their own bodies and be more involved in their overall health and wellness."

"LifeQ's collaboration with ADI will enable sensor solutions that meet a higher and wider standard, including new industry benchmarks such as the latest Android Wear requirements," said Riaan Conradie, co-founder and chief operating officer, LifeQ. "Our goal is to deliver high-value physiological data to ecosystem partners who are serving consumer lifestyle, corporate wellness and health insurance markets."

Analog Devices and LifeQ Collaborate to Improve Effectiveness of Body Monitoring Devices in Health Management (Photo: Business Wire)

(microelectromechanical systems) and digital processing technologies are used in healthcare diagnostics, clinical monitoring equipment, life science and medical instrumentation, and health and wellness device designs.

ADI's comprehensive portfolio of linear, mixed-signal, MEMS

With its world leading computational systems biology expertise, LifeQ ensures a unique approach to the construction and acquisition of information from bio-sensors. Combined with the patented LifeQ bio-mathematical engine, a range of physiological measures that are currently inaccessible, costly and invasive are now available both through wearable devices and via LifeQ's API.

About LifeQ

LifeQ is a health informatics company that has recently released a cloud based bio-mathematical engine and API. LifeQ's bio-mathematical engine can ingest various data streams (continuous, periodic, episodic and/or static physiological data streams) to construct a highly personalized and accurate digital representation of an individual's unique physiology. For the first time physiological measures that are currently inaccessible, costly and invasive are now available via LifeQ's platform and ecosystem of partners who will be able to deliver highly valuable personalized services in a wide range of market verticals such as lifestyle, corporate wellness, health and life insurance and clinical applications. Visit www.lifeq.com.

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>.

EngineerZone is a registered trademark of Analog Devices, Inc.

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

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

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160421005327/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

or

LifeQ

Andrew Brummer, 770-619-1111

andrew@lifeq.com

Source: Analog Devices, Inc.

News Provided by Acquire Media