November 5, 2012

Analog Devices Expands Industry Leading Flash LED Driver Portfolio

New flash LED drivers offer best efficiency for next-generation smartphones.

NORWOOD, Mass.--(BUSINESS WIRE)-- Analog Devices, Inc. (ADI), a global leader in high-performance semiconductors for signal-processing applications, today introduced two flash LED drivers. The ADP1660 is a dual 750-mA (1500-mA total) flash LED driver available in a 2.0-mm x 1.6-mm 12-ball WLCSP package. The ADP1649 is a single 1000-mA LED driver available in a 2.0-mm x 1.5-mm 12-ball WLCSP package. Both parts exhibit best in class efficiency to extend battery life in smartphones and tablets and to limit the load on the battery during flash and torch events.

New Flash Drivers from ADI offer designers best-in-class efficiency (Photo: Business Wire)

"Minimizing the current drawn from the battery during flash or torch mode is critical in today's smartphone applications as new features and higher data rates increasingly load down the battery," said Brian Wengreen, marketing manager, Power Management Products, Analog Devices. "The ADP1649 and ADP1660 not only have the industry's lowest Rds(on) power FETs, which boosts efficiency and reduces input current, they also have special features, for example algorithms that adjust flash current autonomously during low battery conditions."

- View product page, download data sheet and order samples:
  - http://www.analog.com/ADP1649
  - http://www.analog.com/ADP1660
- Connect with engineers and ADI product experts on EngineerZone™, an online technical support community: http://ez.analog.com/community/power
- Learn more about ADI's power management applications, design tools and case studies:

  http://www.analog.com/en/power-management/products/index.html

More About the ADP1649/ADP1660 Flash LED Drivers

The ADP1649 and ADP1660 flash LED drivers reduce circuit board size by integrating a programmable 1.5-MHz or 3-MHz synchronous inductive boost converter which enables the use of a 1-mm-high, low-cost, 1-µH power inductor and 0603 case-size input and output capacitors. The two devices include I²C communication ports for added flexibility and safety control. The interface also enables the programmability of timers, currents and status bit readback.

A Tx masking feature is included to reduce the risk of overloading the battery during a simultaneous power amplifier (PA) transmission burst and flash event. The masking feature can be used to quickly reduce the flash LED current during the PA burst to maintain an acceptable load on the battery.

Pricing and Availability

Product	Full Production	Price Each Per 1k	Packaging

ADP1649ACBZ-R7	Now	$0.90	12-ball WLCSP
ADP1649-EVALZ	Now	$100.00 each	-
ADP1660ACBZ-R7	Now	$0.99	12-ball WLCSP
ADP1660- EVALZ	Now	$100.00 each	-

About Analog Devices

Innovation, performance, and excellence are the cultural pillars on which Analog Devices has built one of the longest standing, highest growth companies within the technology sector. Acknowledged industry-wide as the world leader in data conversion and signal conditioning technology, Analog Devices serves over 60,000 customers, representing virtually all types of electronic equipment. Celebrating over 40 years as a leading global manufacturer of high-performance integrated circuits used in analog and digital signal processing applications, Analog Devices is headquartered in Norwood, Massachusetts, with design and manufacturing facilities throughout the world. Analog Devices is included in the S&P 500 Index.

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Source: Analog Devices