



September 19, 2013

Analog Devices Achieves Major Milestone by Shipping 1 Billionth Channel of iCoupler Digital Isolation

Integrated transformer technology helps customers eliminate limitations of optocouplers

NORWOOD, Mass.--(BUSINESS WIRE)-- [Analog Devices, Inc.](http://www.analog.com) (NASDAQ: ADI), a global leader in high-performance signal processing technology, today announced that it shipped the one-billionth channel of isolation based on its proprietary iCoupler® digital isolator technology. This achievement comes after more than a decade of global industry leadership in the area of galvanic safety isolation, which serves customers in a wide array of applications including industrial control systems and motor drives, solar energy systems, hybrid electric vehicles, medical equipment and plasma TVs. Watch a video on ADI's digital isolator technology: <http://www.analog.com/icouplervideo>.



"Analog Devices has created the industry's broadest and highest performing portfolio of digital isolator products, which is a testament to the quality, robustness and safety of our isolation technology," said Dick Meaney, vice president, Products and Technologies, Analog Devices. "We leveraged our industry leadership in data converters, energy metering and interface transceivers to address the growing need for higher isolation. As we move toward our two-billion channel milestone, we will continue to expand our portfolio to integrate functions from other ADI technology areas."

- For more information on ADI's digital isolation technology:

<http://www.analog.com/en/interface-isolation/digital-isolators/products/index.html>

Responding to the industry's need to integrate more functionality into smaller form factors to improve energy efficiency and increase data throughput, ADI invented iCoupler technology more than 10 years ago to eliminate the penalties associated with optocoupler-based isolation while still meeting rigorous safety standards. Optocouplers limit interface data rates, consume excessive power and are difficult to integrate with multi-directional channels and other functions, leading to

ADI Ships One Billionth Channel of iCoupler Digital Isolation (Photo: Business Wire)

oversized solutions. ADI's iCoupler technology utilizes fast, cost-efficient chip-scale transformers that can be integrated easily with other features.

Today, ADI's iCoupler digital isolators are the industry standard for engineers seeking high-speed, low-power, space-efficient solutions without compromising certified safety isolation. ADI's iCoupler digital isolator portfolio includes products with isolated power, USB, RS-485, RS-232, CAN, I²C®, gate drivers, error amplifiers, A/D converters, and energy meter interfaces.

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. 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. <http://www.analog.com>

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

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

iCoupler® is a registered trademark of Analog Devices, Inc.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130919005015/en/>

Analog Devices Inc.

Joe Dussi, 781-937-1612

joe.dussi@analog.com

or

Porter Novelli

Andrew MacLellan, 617-897-8270

andrew.maclellan@porternovelli.com

Source: Analog Devices, Inc.

News Provided by Acquire Media