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Audi Group and Analog Devices to Collaborate on Automotive Innovations

MUNICH--(BUSINESS WIRE)-- [Analog Devices Inc.](http://www.analog.com) (NASDAQ: ADI), a global leader in high-performance signal processing technology, has been selected by Audi to collaborate strategically within its Progressive Semiconductor Program (PSCP). PSCP increases engagement between Audi and selected semiconductor suppliers to enhance the value they bring to the functionality and reliability of future cars.



ADI will provide Audi with pioneering technologies to support their goal of manufacturing the most innovative and appealing vehicles on the market. ADI's technologies enable optimized system partitioning, from sensing to signal conditioning, via digitization and signal processing in Powertrain, Safety, and Infotainment Systems.

"ADI's expertise and portfolio in high performance signal processing, its creative energy and relentless focus on new functions and innovation made ADI an obvious choice as long-term strategic partner in Audi's Progressive Semiconductor Program (PSCP)," said Ricky Hudi, Chief Executive Engineer Electrics/Electronics at Audi. "Together we will break new ground by bringing tailored, innovative and cost effective solutions to our customers."

This announcement reflects the increasing demand for semiconductors by the automotive industry. With the complexity of semiconductor-enabled applications continuing to increase, this collaboration allows both companies to work more effectively together to engineer greener, safer and more pleasing cars that are compliant with global regulations and legislation.

Analog Devices, Inc. has been selected by Audi to collaborate strategically within its Progressive Semiconductor Program (PSCP) (Photo: Business Wire)

Commenting on the collaboration, Robbie McAdam, Executive Vice President, Strategic Business Segments group, Analog Devices, Inc., said: "We are honored to have been selected as a key innovation ally by Audi, one of the most successful premium car brands worldwide. The collaboration is very important for ADI and we are developing tailored solutions to be ready for when Audi launches its next generation car platforms. We are confident that by combining Audi's system expertise with ADI's strength in signal conditioning ICs we'll provide efficient and optimal solutions."

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. With over 40 years as a leading global manufacturer of high-performance integrated circuits used in analog and digital signal processing applications, Analog Devices has applied its broad technology base to provide Automotive-specific IC solutions for more than 20 years. Analog Devices is headquartered in Norwood, Massachusetts, with design and manufacturing facilities throughout the world.

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