



AHEAD OF WHAT'S POSSIBLE™

Analog Devices Company Overview

04/07/2015



WHAT WE DO

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.

WHAT WE DELIVER

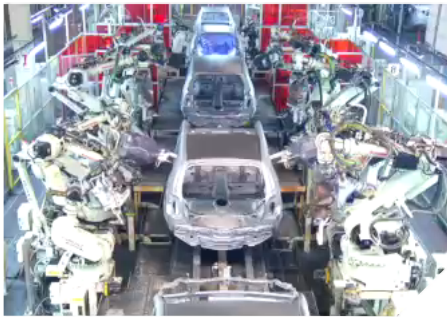
- ▶ Solutions to the problems others cannot solve
- ▶ Competitive advantages where high performance analog matters
- ▶ Simplified product development
- ▶ Technologies that transform industries

WHAT WE STAND FOR

- ▶ **Passion for Customer Success**
- ▶ **Impactful Innovations**
- ▶ **Applied Imagination**
- ▶ **Entrepreneurial Mindset**

Passion For Customer Success

We enable our customers to win by anticipating their needs and delivering unmatched technologies



- ▶ Partnering with a Fortune 100 leader, ADI is helping to bring mission-critical manufacturing automation systems to the world of IoT



- ▶ ADI's deep collaboration with a global aerospace company's design teams helped enable the next generation of helmet mounted display systems



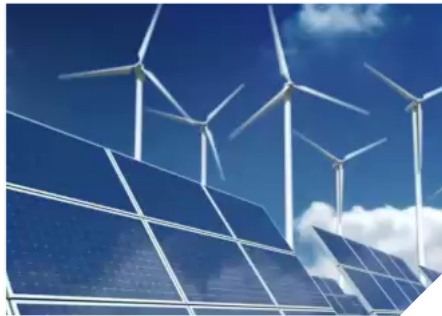
- ▶ For a global communications leader, ADI architected the radio link, and provided insight into the signal represented in the transmission, to drive innovation across multiple applications and platforms

Impactful Innovations

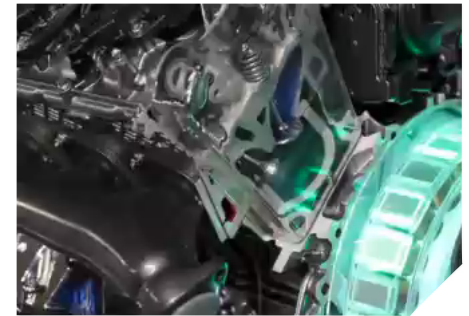
We transform industries with breakthroughs that are ahead of customer expectations and ahead of our competition



- ▶ ADI's inertial MEMS technologies help our customers develop precision airbag systems that save an estimated 8 lives per day



- ▶ ADI's power conversion and isolation technologies are the heart of systems that are revolutionizing how solar heat is converted into useful energy



- ▶ ADI helps save over 600 million gallons of gasoline each year with our battery monitoring IC technology that improves engine efficiency

Applied Imagination

We creatively apply new and existing technology to solve problems others cannot



- ▶ ADI democratized access to our industry-leading Software Defined Radio technology by packaging it in a system solution for easy implementation by customers of any size



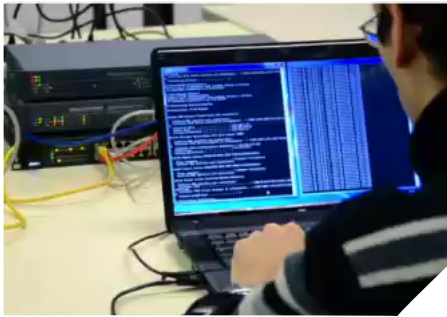
- ▶ A²B™ audio bus technology from ADI enables more advanced, more fuel-efficient automobiles by improving audio fidelity while eliminating hundreds of pounds from the vehicle



- ▶ By connecting precision technology to an optical sensor for vital signs monitoring, ADI is transforming the user experience in consumer applications and opening untapped market possibilities for customers

Entrepreneurial Mindset

We act with urgency, pursue growth opportunities, learn from our experiences and adapt to a constantly changing environment



- ▶ Analog Garage is ADI's innovation incubator to rapidly explore emerging opportunities

analog garage



- ▶ ADI Fellows advance the technical frontier and mentor the next generation of innovators



- ▶ ADI's annual General Technology Conference brings thousands of engineers together to share ideas and solve difficult problems