



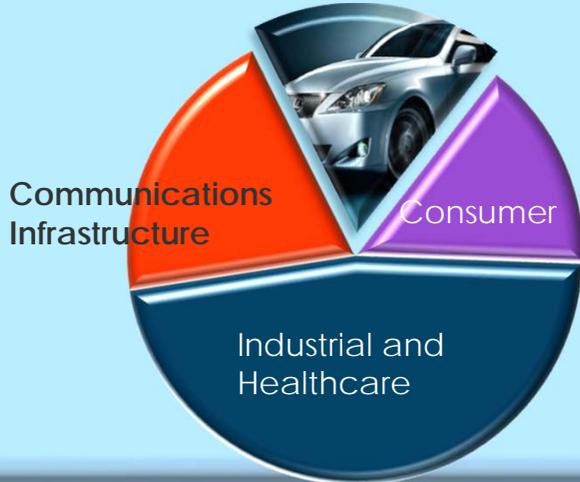
ADI Automotive

"Making Tomorrow's Cars Better"



ADI Automotive Summary

Growing Presence in ADI portfolio



Industry leader in key strategies



Delivering Innovative solutions



Benchmark for Intelligent Battery Sensing



Best Shock and Vibration Rejection Gyroscope



Advanced Sound + Active Noise Cancellation in Single DSP

Committed to Continuous Improvement

➤ Best
➤ Automotive
➤ Supplier
➤ In
➤ Class

1. Clarity of Strategy and Business Model
2. Advanced Product Quality Planning (APQP)
3. Abnormality Control - Quality
4. Issue Resolution - Responsiveness

ADI uniquely aligned to Industry Trends through Innovative Technology



Safer



Greener



Smarter

Safer : ADI's investments mean...

Over 3,000 lives saved in 2014

ADI estimates

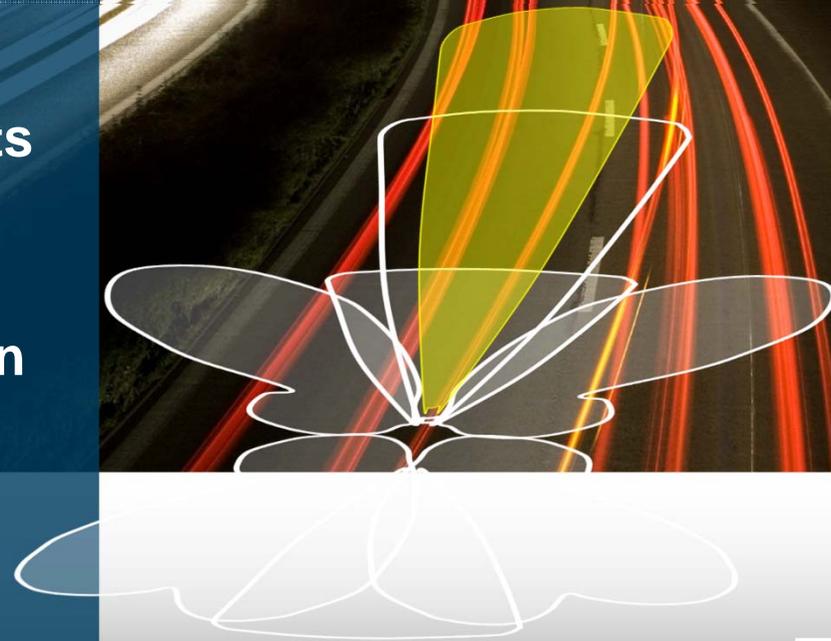




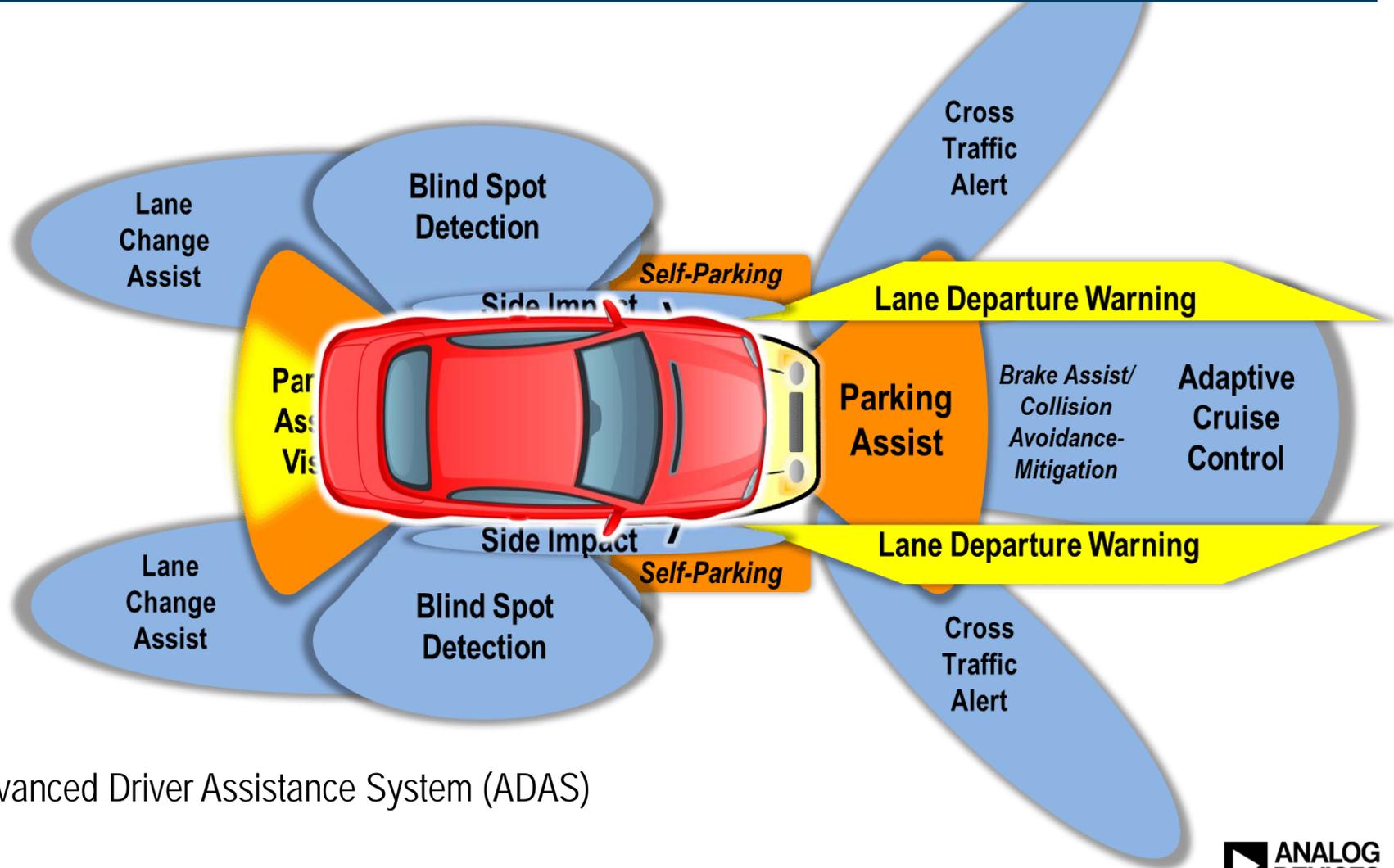
AHEAD OF WHAT'S POSSIBLE™

Advanced Driver Assistance Systems

- ▶ **15+ Years of ADAS Expertise**
- ▶ **High Volume OEM Deployments**
 - 24GHz, 77GHz & Vision today
- ▶ **Rolling out new 24GHz solution**
 - Best in Class 24GHz Radar
 - Full Signal Chain offering
 - Reference Designs
 - 3rd Party Network: China & International

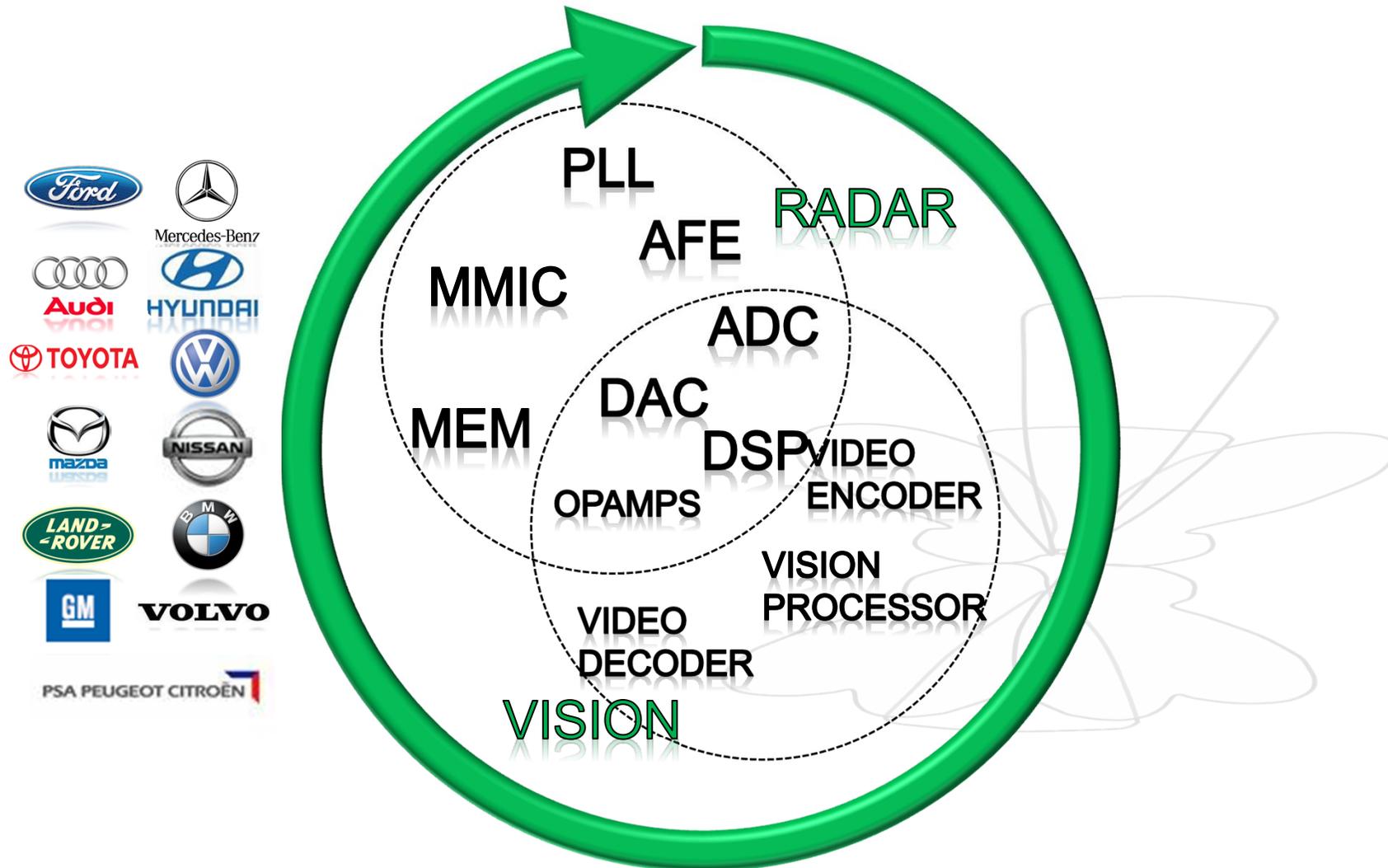


Safer: **Predict** Accidents Using Radar-based ADAS



Advanced Driver Assistance System (ADAS)

Analog Devices in ADAS today Deployed Technology



Greener : ADI's investments mean...

600,000,000 gallons of oil saved in 2014

ADI estimates

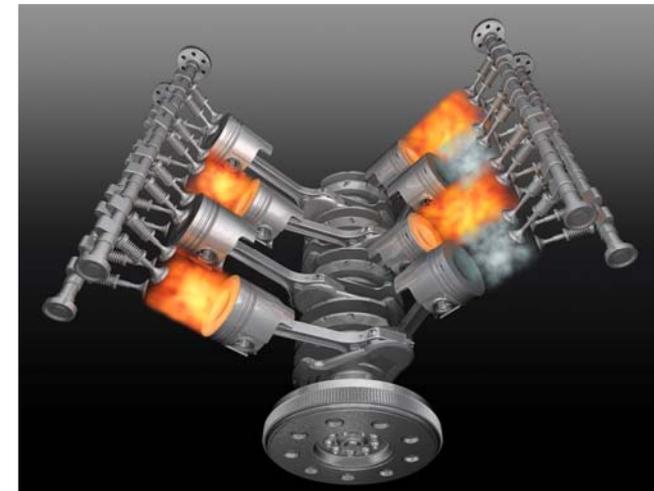


Energy Management

- ◆ Pb-acid Battery (IBS)
- ◆ Li-ion Battery (HEV)

Precise Measurement and Control

- ◆ Current
- ◆ Position
- ◆ Pressure
- ◆ Torque



Magnetic Position Sensor ADA4571

- ◆ Released the industry's highest precision Magnetic Position Sensor **ADA4571**.
- ◆ Automotive application examples:
 - Electric Power Steering
 - 48V Starter / Generators
 - Transmission Actuators
- ◆ BLDC Motor Control with ADA4571, System Advantages:
 - Improved Efficiency / Responsiveness / Smoothness
 - Improved Start/Stall performance
 - Reduced Power / Heat
 - Reduced audible noise
 - Improved functional safety concept
 - Longer Motor Life and Reduced cost



AHEAD OF WHAT'S POSSIBLE™

Smarter : ADI's investments mean...

5,000,000 "concert halls" on the road in 2014

ADI estimates



A²B v.s. Traditional Approach



Automotive Audio Bus

A²B Technology:

Single Twisted Wire Pair
Un-Shielded

- ✓ > 32-Channels of Audio
 - ✓ I²C
 - ✓ GPIO / IRQ
 - ✓ Power
- 0.01 kg/m

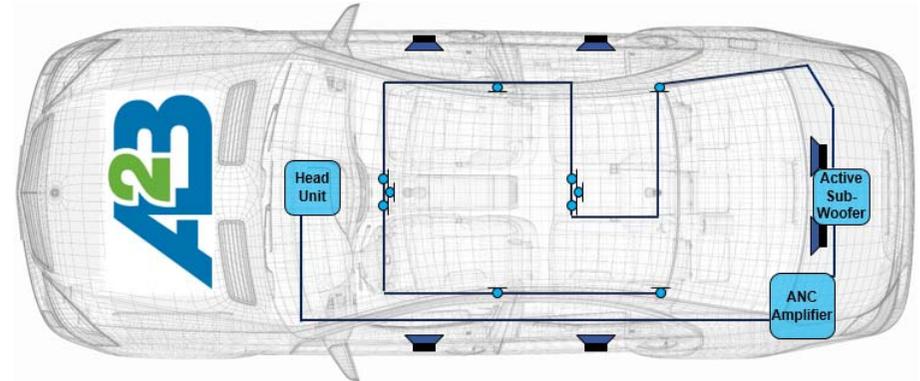


Traditional Technology:

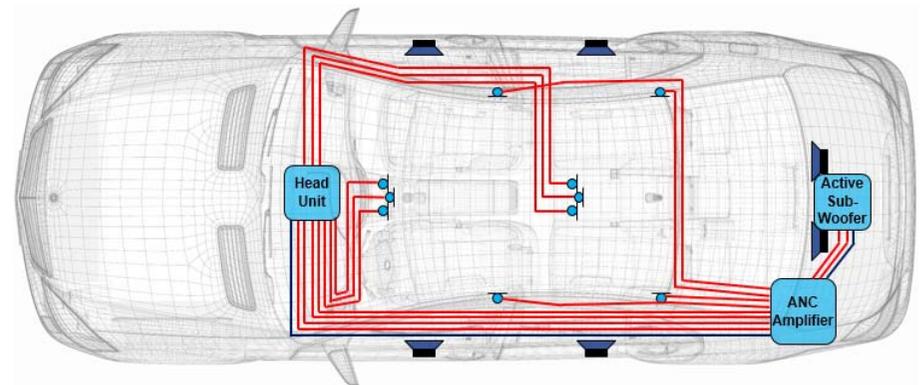
Cable Bundle
Shielded

- ✓ 32-Channels of Audio

0.6 kg/m

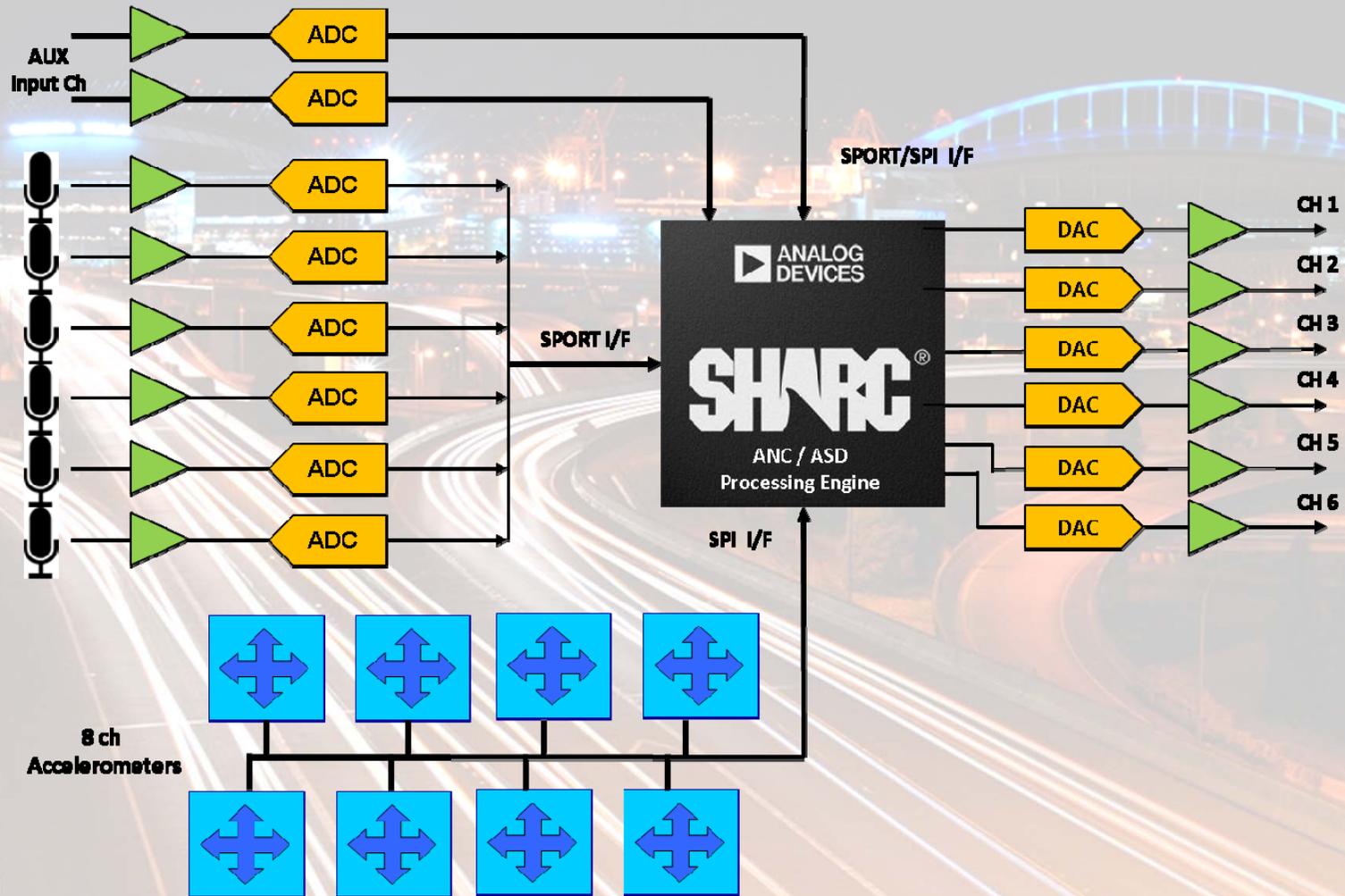


Automotive Audio Bus



Traditional Implementation

Active Noise Cancellation (ANC) & Acoustic Signal Processing

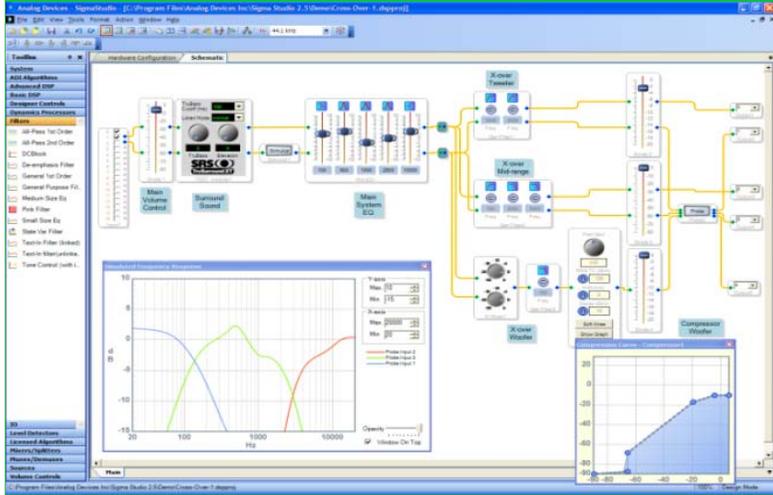


Entry-Level Audio Post-Processing - SigmaDSP

- ◆ Audio Post-Processing & signal routing in automotive head-units & amplifiers.
Sigma300 DSP:
 - High processing power
 - 32-bit DSP core
 - 48 Channel Digital I/O @192kHz
 - 16 Stereo ASRC
 - Stereo S/PDIF I/O
 - Flexible signal routing engine
- ◆ Enable high quality audio and popular sound effects at low overall system cost.
- ◆ Sigma Studio GUI Tool simplifies the system development.



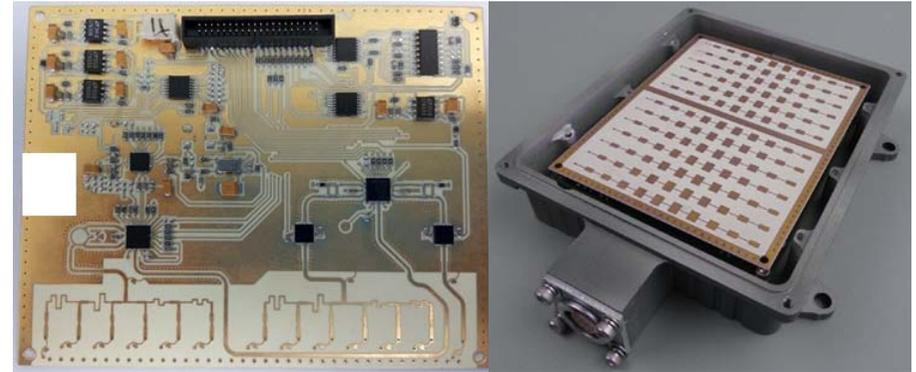
SigmaStudio GUI Tool



Accelerate Solution Deployment in China

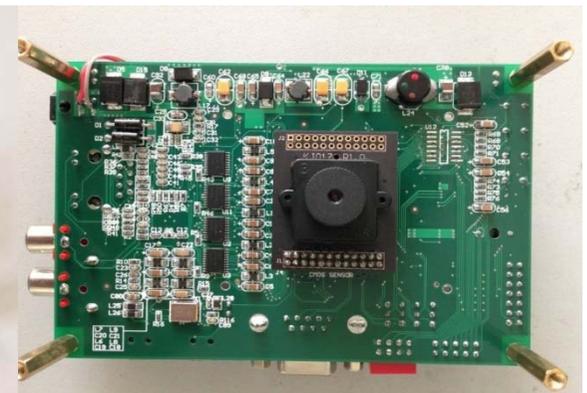
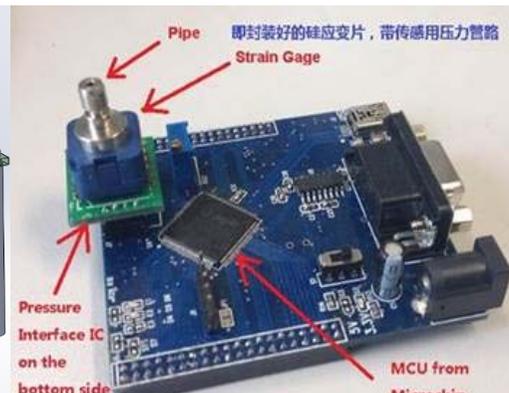
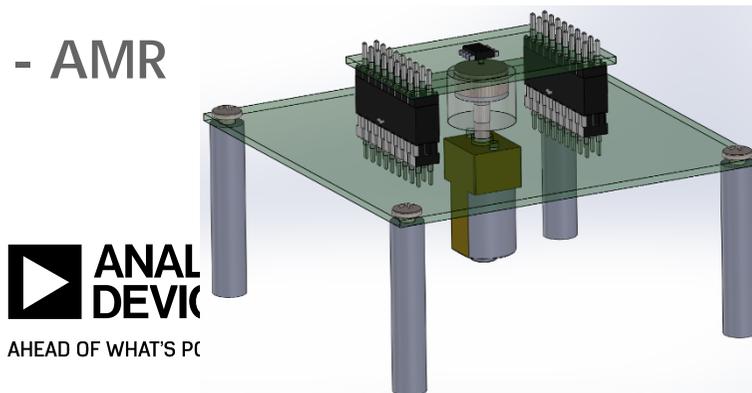
3rd party collaborations

- 24GHz Radar ADAS
- Active Noise Cancellation



Localized Reference Design

- Front-View Vision ADAS
- Pressure Sensing
- AMR



China Automotive Customer Support Structure

