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**ANALOG DEVICES UNDERSCORES STRENGTH OF BLACKFIN-ENABLED
AUTOMOTIVE TELEMATICS AND INFOTAINMENT PLATFORMS**

New Blackfin Processors Drive Blackfin Car Telematics Platform; Provide Connectivity to CAN and MOST Bus Networks

Norwood MA, —Analog Devices, Inc. (NYSE: ADI) today underscored its commitment to the automotive telematics and infotainment industry, elaborating on its automotive vision and the growing market for its Blackfin® Car Telematics Platform. Supported by a family of Blackfin processors, the Blackfin Car Telematics Platform capitalizes on the power of a single processor to reduce telematics system costs, size and development time by integrating many telematics tasks onto a single processing platform.

ADI's Blackfin Processors offer a combination of DSP and microprocessor functionality, which is ideal for the embedded audio, video and communications requirements found in the applications in today's automobiles.

“From digital video playback systems for rear-seat entertainment to GPS-enabled navigation systems, a car is no longer just a means for travel, it has become a rolling media processing solution,” said Mark Gill, Product Line Director, Automotive Telematics and Infotainment Systems, at Analog Devices. “As the automotive industry looks to thread the needle of ‘low-cost’ and ‘feature-rich’ electronics delivery – introducing high-end systems to mid-tier vehicles – solutions like Blackfin, which can bring these features to life at the right price point, are paramount to success.”

Blackfin Platform For Any Telematics Application

At the core of the Blackfin Car Telematics Platform, the new Blackfin ADSP-BF534 and ADSP-BF539 processors offer connectivity to vehicle CAN and MOST bus networks. Supported by the INTEGRITY Real-Time Operating System from Green Hills Software, the Blackfin processor can execute the real time signal processing, the vehicle network stacks, diagnostics code and the software download functions. By doing so it eliminates the need for any additional microprocessors in the system.

The inherent high computational performance of the Blackfin processor allows sophisticated hands-free applications, combining the latest speech recognition software, multi-microphone Noise and Echo cancellation algorithms and text-to-speech applications, to run on a low cost, 400 MHz processor, along with the CAN network protocol, Bluetooth stacks and system general diagnostics code.

Furthermore, in the area of video entertainment, a single Blackfin processor can connect to the MOST bus, extract and decrypt the Audio and Video bit streams, decode them and present high quality movie experience to the rear seats of the car.

Third Party Support

Critical to ADI's success is its relationship with leading third parties such as Green Hills Software. Green Hills Software provides secure, industry-leading development tools, such as the award-winning MULTI® Integrated Development Environment (IDE); C, C++ and EC++ compilers; Green Hills Probe™ and Slingshot™ probe. These tools offer embedded system developers in the automotive industry a best-in-class solution that will address all of their development needs as well as broad operating system support, thereby enabling them to get their products to market in a faster and less expensive manner.

Blackfin in Convergent Processing

Analog Devices' Blackfin Processors embody a new breed of 16/32-bit embedded processor with the industry's highest performance and power efficiency for applications where a convergence of capabilities – multiformat audio, video, voice and image processing; multi-mode baseband and packet processing; and real-time security and control processing -- are critical. It is this powerful combination of software flexibility and scalability that has gained Blackfin widespread adoption in convergent applications such as portable and networked media players; automotive telematics, infotainment and driver assistance; satellite and terrestrial radio; and networked security systems.

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 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' common stock is listed on the New York Stock Exchange under the ticker "ADI" and is included in the S&P 500 Index.

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