ANALOG DEVICES SIMPLIFIES PORTABLE HD CAMERA DESIGN WITH WORLD'S SMALLEST HDMI TRANSMITTER

At half the size of competing devices, the ADV7521NK low-power HDMI transmitter delivers HD connectivity and longer battery life for handheld multimedia electronics.

Norwood, MA (09/05/2008) - Analog Devices, Inc. (ADI) today introduced the ADV7521NK, the industry's smallest, low-power HDMI™ v 1.3 (High-Definition Multimedia Interface™) transmitter that enables video delivery to HD televisions from portable multimedia devices, including digital still and DSLR cameras, camcorders, portable media players and cell phones. A new addition to ADI's Advantiv® advanced television solutions portfolio, the ADV7521NK is the world's smallest (only 3.5 mm × 3.5 mm × 0.65 mm) HDMI v 1.3 transmitter with on-chip support for Consumer Electronic Control (CEC), which enables a single remote control to run multiple CEC-enabled high-definition (HD) devices, eliminating the need for separate remotes for each HD device. The ADV7521NK's small form factor, low power dissipation and CEC interface enable designers to speed to market smaller, lighter and more affordable HD-enabled devices that work seamlessly within home entertainment systems — with only one cable connection and a single remote control.

"As the world's smallest and thinnest single-chip HDMI v1.3 transmitter, the ADV7521NK enables high-performance HDMI connectivity in portable consumer electronics where size and weight are of critical importance," said Bill Bucklen, director, Advanced Television Segment, Analog Devices. "With low power and on-chip CEC support, the ADV7521NK also addresses market demand for high-performance transmit ICs that reduce system cost and HDMI design complexity, enabling engineers to design products with high-end HD functionality across multiple pe and price points."

The low-power transmitter offers full support for HDTV (high-definition television) video standards up to 1080p/30f, 1080i/60f, 720p/60f and compu graphics standards up to XGA at 75Hz. In addition, the ADV7521NK incorporates the industry's leading connectivity standards including HDMI v1. (supporting x.v.Color™), the Consumer Electronics Association's CEA-861-D, and DVI v1.0 (digital video interface).

The ADV7521NK leverages the advanced core of the previously announced ADV7520/ADV7520NK. This core provides extremely low standby pov enabling designers to significantly extend battery life in portable multimedia devices where standby mode can account for as much as 90 percent cycle.

ADI's new HDMI v 1.3 transmitter helps reduce system cost by incorporating features such as I2C (inter-integrated circuit) master for EDID (exten display identification data) reading, a single 1.8-V power supply and 5-V tolerant I/Os that support I2C and HPD (Hot Plug Detect). Unlike competi offerings, ADV7521NK eliminates the need for external voltage translators and converts I/O signals from 5 V or 3.3 V to 1.8 V, further reducing de
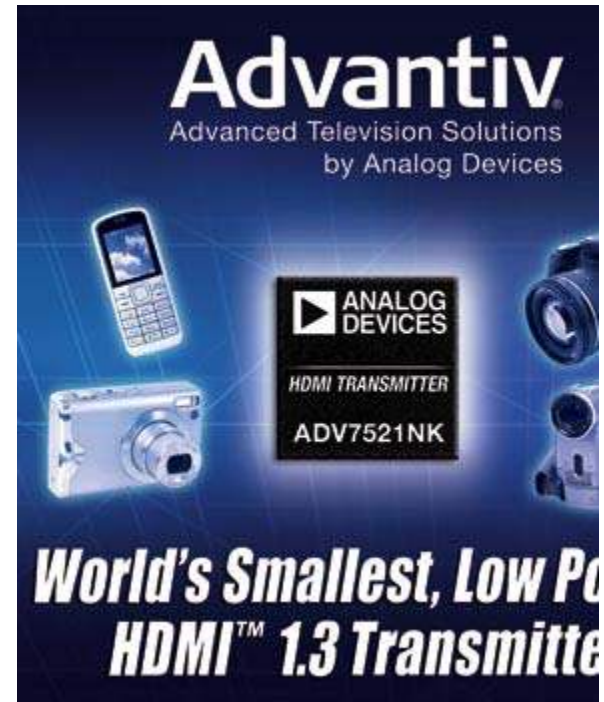
complexity and extending battery life in portable electronics.

The ADV7521NK provides complete audio support for S/PDIF (Sony/Philips digital interface format) for LPCM (linear pulse code modulation) audi
compressed audio including Dolby Digital® and DTS®; and 2-channel I^2S audio for transmitting stereo at sample rates up to 192 kHz.

The ADV7521NK is compatible with other Analog Devices components in the advanced TV signal chain, including the ADV7390–93 video encode
ADV7441A 10-bit integrated, multi-format SDTV (standard-definition television)/HDTV video decoder, RGB graphics digitizer, and 2:1 multiplexed
interface; and AD8190/1/2/5/6/7A/7B HDMI/DVI switches and buffers with equalization.

Pricing and Availability
The ADV7521NK HDMI v 1.3 transmitter is available now in full production quantities. The ADV7521NK is fabricated in an advanced CMOS proce
available in a space-saving, 49-ball, WLCSP (Wafer Level Chip Scale Package). It is specified over the –25 degrees C to +85 degrees C tempera
The ADV7521NK is priced at $3.11 per unit in 1,000-piece quantities. For more information, please visit www.analog.com/pr/ADV7521NK.

ADI's Advantiv® Advanced Television Solutions Portfolio
Analog Devices' Advantiv advanced television solutions are used in the world's leading consumer electronics brands, enabling the true-to-life audi
video quality discriminating consumers have come to expect everywhere, every time. Supported by ADI's system-level experts, ADI's Advantiv ad
television solutions drive many of today's high-definition system components, including HDTVs, Blu-ray™ disc players, digital video recorders (DV
audio/video receivers (AVRs), digital still cameras (DSCs), camcorders, and the HD interconnects that carry content between them. The broad ran
Advantiv advanced television solutions enable high-performance functionality and features to meet all consumer electronics price points. For more
information on ADI's Advantiv advanced television solutions portfolio, visit www.analog.com/pr/advantiv.

About Analog Devices
Innovation, performance, and excellence are the cultural pillars on which Analog Devices has built one of the longest standing, highest growth cor
within the technology sector. Acknowledged industry-wide as the world leader in data conversion and signal conditioning technology, Analog Devi
over 60,000 customers, representing virtually all types of electronic equipment. Celebrating over 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, Massachu
design and manufacturing facilities throughout the world. Analog Devices' common stock is listed on the New York Stock Exchange under the tick
and is included in the S&P 500 Index.

[1] Advantiv is a registered trademark of Analog Devices, Inc. All other trademarks are the property of their respective owners.

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