

News Release

Analog Devices Licenses Inova Semiconductors' APIX Technology For Automotive Infotainment Applications

Munich, Germany – December 14, 2011 - Inova Semiconductors GmbH announced today that Analog Devices, Inc., has entered into a licensing agreement allowing for the use of Inova Semiconductors' APIX2 (Automotive PIXel Link) intellectual property in ADI's semiconductor components for automotive applications. At the same time, Inova Semiconductors will receive Analog Devices' implementation of the HDCP (High-bandwidth Digital Content Protection) 1.4 specification for APIX2, for use in its own products and licensing to third parties in combination with its APIX2 technology.

Inova Semiconductors' APIX2 is a robust and reliable high-speed serial data communications link that meets the automotive industry's specific and rigorous requirements for EMI robustness and cost efficiency. The technology is designed to build advanced data network topologies for next-generation infotainment and driver assistance systems in vehicles. APIX2 features a downlink data rate of up to 3 Gbits/s and an uplink rate of 187.5Mbits/s, allowing simultaneous and fully independent real-time transmission of multiple data formats and protocols. With APIX2, two uncompressed High-Definition video streams, multi-channel audio, and 100Mbits/s Ethernet data can be transmitted over a single 4-wire shielded twisted pair cable. Programmable digital filters and adaptive algorithms allow for transmission distances of up to 10 meters, and help compensate for changes in cable characteristics over time.

"The capabilities of the APIX2 link will help enhance ADI's product offering to address the current and future needs of ADI's automotive customer base," said Thomas Wessel, vice president, Automotive Group, Analog Devices. "As a new APIX adopter we look forward to developing ADI products that incorporate the APIX2 link technology."

“Together with ADI and their unique competence also in consumer electronics and HDCP product solutions, we now can build gateways between the fast-moving consumer world and the reliable display- and infotainment network in the car” says Robert Kraus, CEO of Inova Semiconductors. “With the new products to come it’s just plug-n-play to connect a Smartphone or Tablet PC to the car and play a video in HD-quality while listening to its full digital surround sound”.

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. 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.

About INOVA Semiconductors

INOVA Semiconductors, an ISO9001 certified company, is a fab-less semiconductor manufacturer. The headquarters of the company is located in Munich, Germany. It is designing, marketing and selling its products and licensing its technologies, directly and through a global network of distributors.

INOVA Semiconductors specializes in reliable high speed serial data communication products for Gigabit/s data transfers through standard STP copper cables up to 50 m, or through fiber-optic cables up to 500 m and more. GigaSTaR™, GigaSTaR DDL™ and APIX™ product lines have achieved major advancements in digital multimedia transmission particularly in the automotive, industrial and transportation markets. More at www.inova-semiconductors.de.

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HDCP is a trademark of Digital Content Protection LLC.
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For more information contact

Thomas Rothhaupt
INOVA Semiconductors
+49-89-45747567
trothhaupt@inova-semiconductors.de

Bob Olson
Analog Devices Inc.
+1-781-937-1666
Bob.olson@analog.com