

PRESS RELEASES

- FOR IMMEDIATE PUBLICATION -

Analog Devices Sets New Industry Standard for Low Cost DSP

New 160MIPS 16-bit devices available for less than \$ 10

Paris - November 6, 2001 - Analog Devices has released two new fixed-point 16-bit DSPs (Digital Signal Processors) that set a new industry standard for low cost 160MIPS performance. Integrating 16K of both on-chip RAM and on-chip ROM, the ADSP-2196 is the fastest DSP available today for less than . The equally competitive ADSP-2195 offers 32K RAM and 16K ROM. Samples of both parts are now available from franchised distributor Silica, with full production scheduled for December 2001.

The new DSPs promise faster, more economical development of applications that include modems, VoIP phones and Internet access devices. For customers designing high volume applications, the option of 16K of programme ROM is also available.

The ADSP-2195 and ADSP-2196 are pin- and code-compatible with each other and with the recently announced ADSP-2191. As a result, designers can work on multiple end products using a common hardware platform, dramatically reducing time-to-market. Furthermore, customers can have the ROM programmed with application-specific code, eliminating the cost and additional complexity of an external memory device. The ROM on the new devices is directly mapped into the programme memory RAM region on the ADSP-2191. This allows developers to create custom applications on the ADSP-2191 and deploy them onto the on-chip ROM of the new devices, without the risk of increased latency.

The competitive pricing of the new parts is not at the expense of an extensive peripheral set. Standard features include a ROM security option, three serial ports, two serial peripheral interface (SPI) ports, a direct memory access (DMA) controller, one UART port, general-purpose programmable flag pins, and a 16-bit parallel and 16-bit host port interface. A choice of mini-BGA or standard LQFP packaging is offered.

The ADSP-2195 and ADSP-2196 are supported by CROSSCORE, Analog Devices' extensive range of DSP software and hardware development tools. These include the new EZ-KIT Lite evaluation system, which incorporates an ADSP-219x DSP evaluation board and an evaluation suite of VisualDSP++ release 2.0.

Silica supports Analog Devices' full range of DSPs and Standard Linear ICs (SLICs) in Austria, France, Germany, Ireland, Italy, Portugal, Spain and United Kingdom.

Silica, a division of Avnet Electronics Marketing EMEA (Europe, Middle-East, Africa), is a highly specialised semiconductor distributor. Silica has sales & marketing offices throughout Europe and provides a broad portfolio of semiconductor products and solutions from world leading suppliers to all market segments in the electronics industry. The company's Web site is located at www.silica.com.

Avnet EM is the largest operating group of Phoenix-based Avnet Inc. (NYSE:AVT), a Fortune 500 company with annual sales exceeding \$ 12.8 billion. One of the world's largest distributors of semiconductors, interconnect, passive and electromechanical components from the leading manufacturers, Avnet EM markets, inventories and adds value to these products and provides world-class supply-chain management and engineering design services. Avnet EM serves customers in 63 countries.

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