



AHEAD OF WHAT'S POSSIBLE™

# Consumer—User Experience 2.0

YUSUF JAMAL

SVP, INDUSTRIAL, HEALTHCARE, CONSUMER,  
AND IOT SOLUTIONS AND SECURITY



# ADI in Consumer \$800M\* in 2016

## Drivers



Transforming User Experience



Adding Powerful Capabilities



Deepening Customer Collaboration

## Impact



Diversity and Sustainability in Prosumer



Market Leverage Drives Stellar Returns

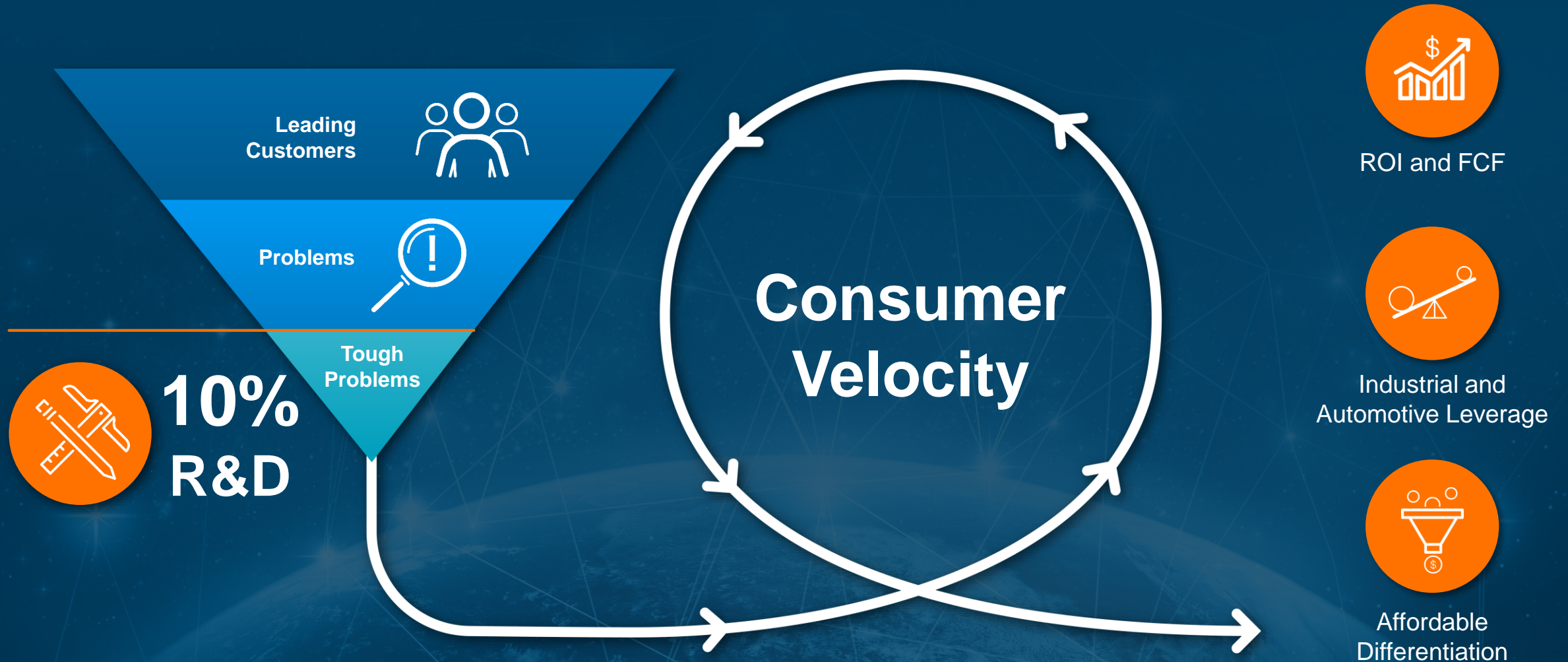


Velocity of Innovation



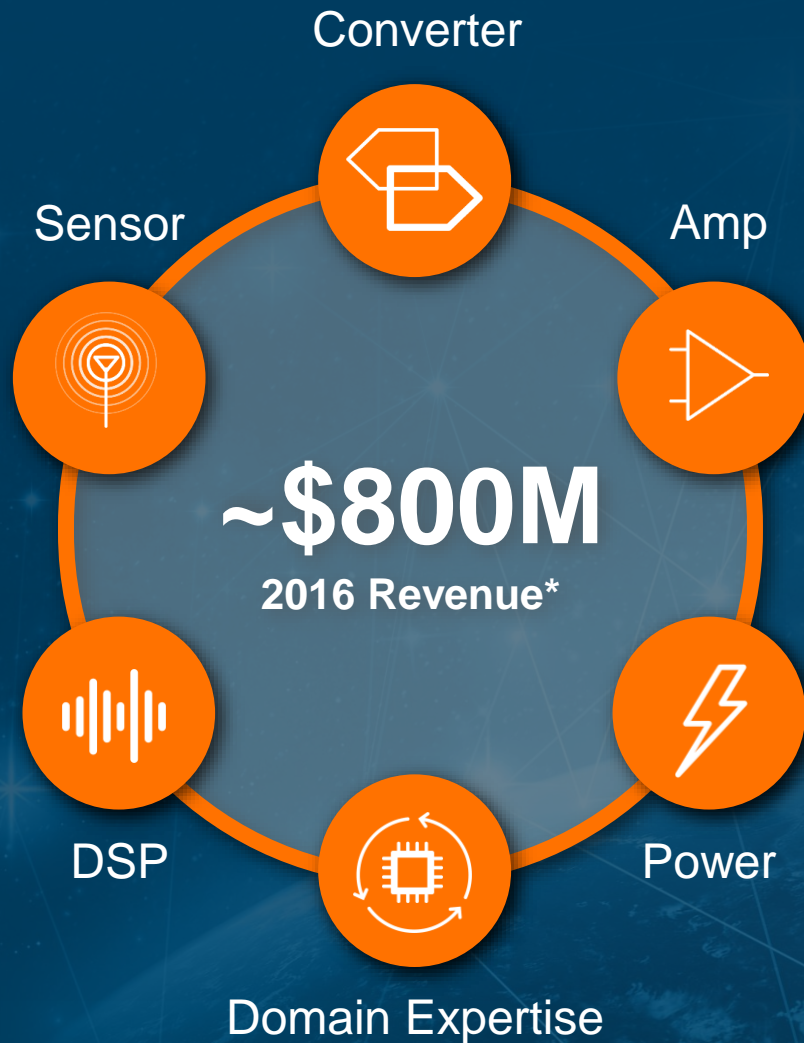
SAM Expansion with New Platforms

# We Focus on the Toughest Problems that Drive the Highest Returns





# Portables and Prosumers



## Portables



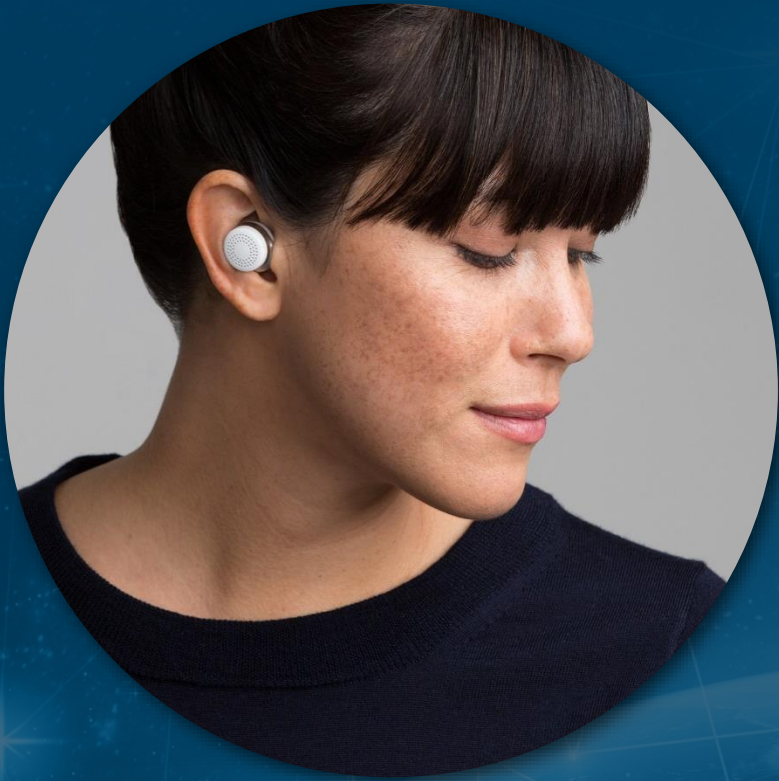
- ~2/3 of Sales
- Shorter Lifecycle
- Fewer Customers
- UI/UX

## Prosumer



- ~1/3 of Sales
- Longer Lifecycles
- Many Customers
- A/V Focus

# High Impact Prosumer Strategy at Work



**Hear Your Way**



Truly Wireless



Active Noise  
Cancellation



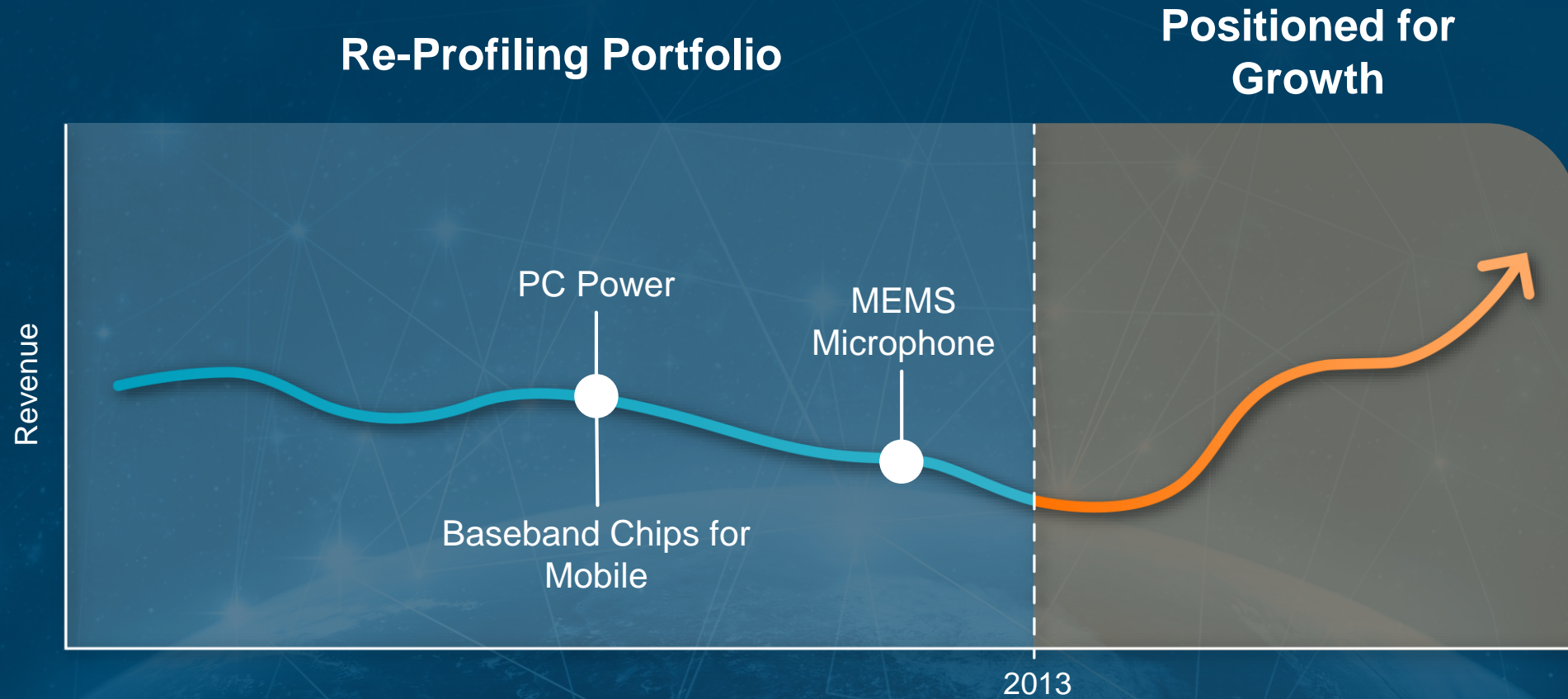
Smart Sound  
Filtering



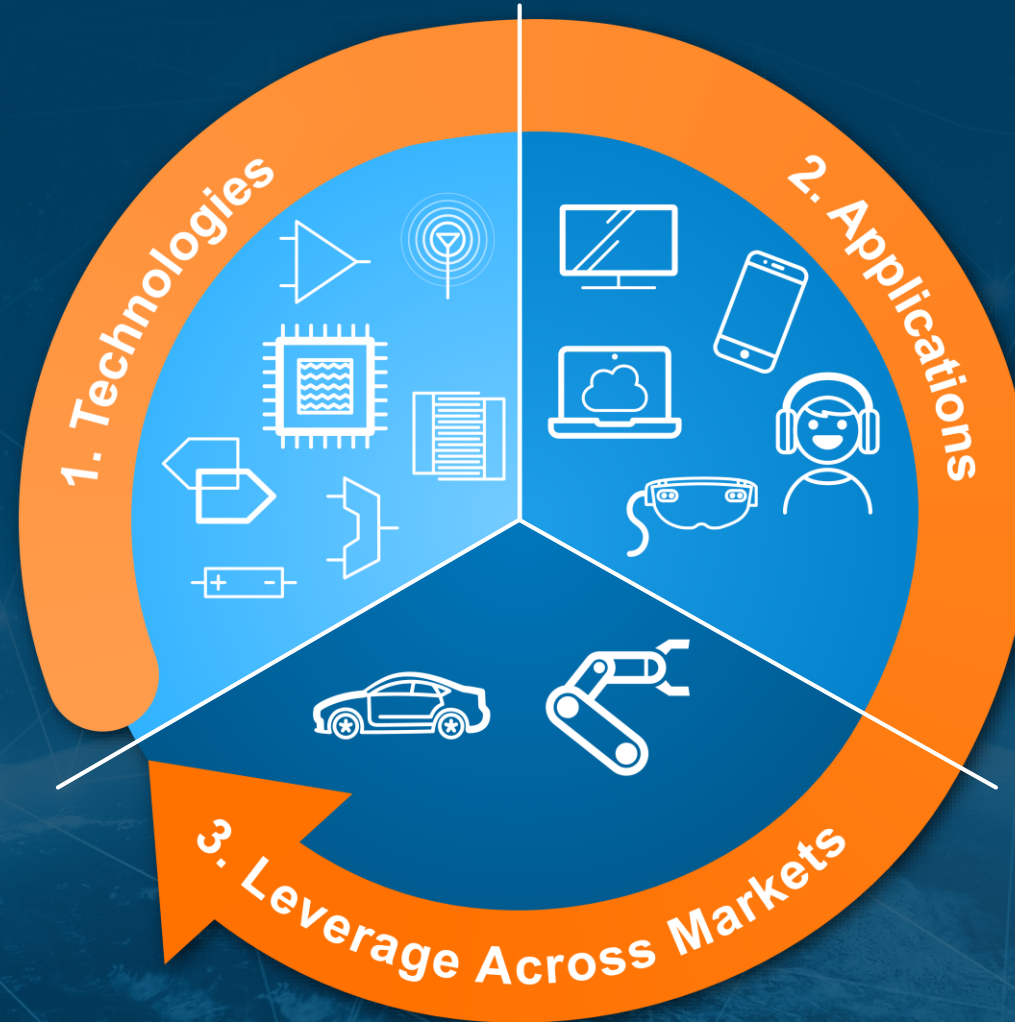
No Compromising  
Audio Quality



# We Have Reshaped the Consumer Business to Focus on the Highest Value Opportunities

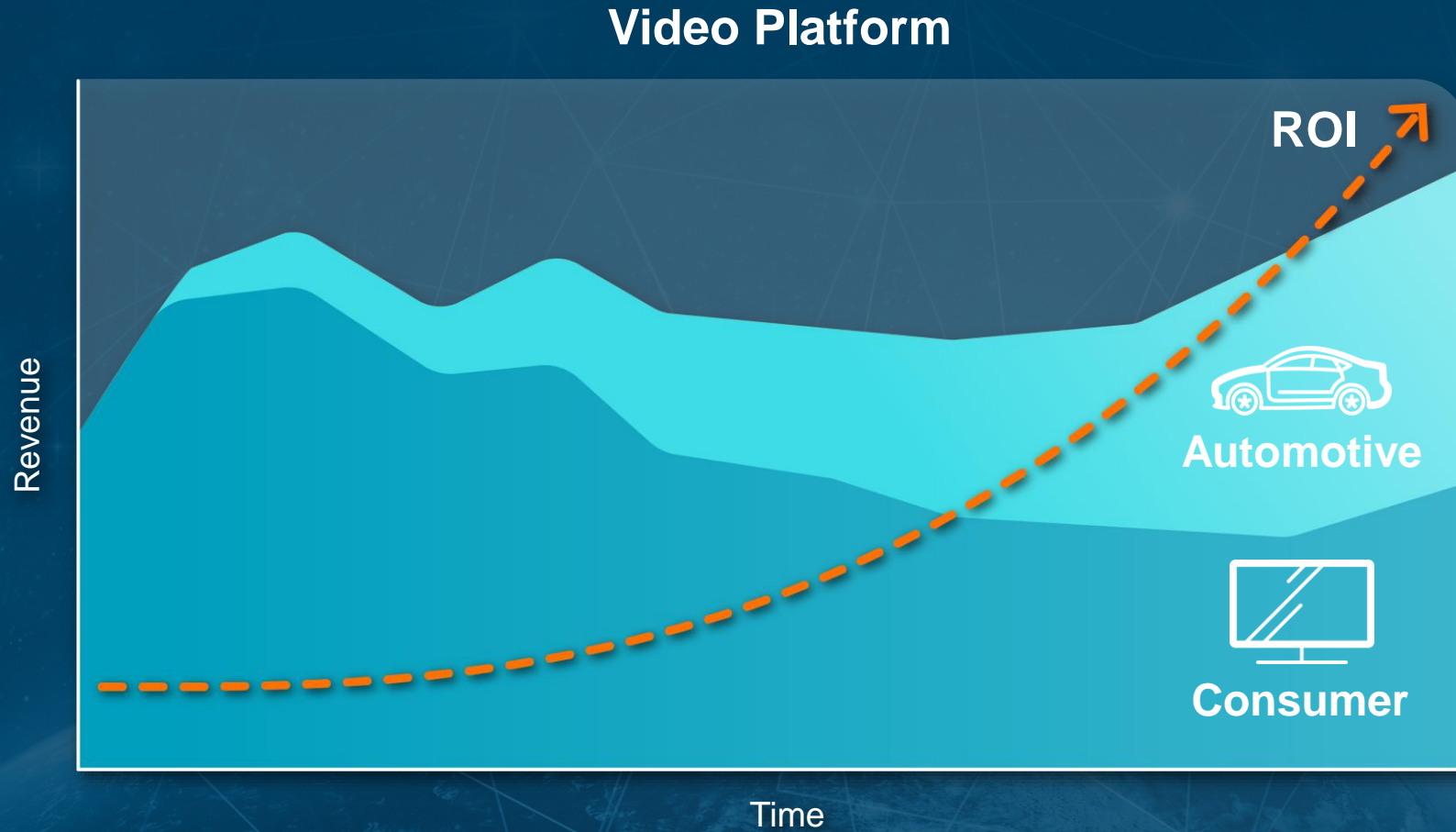


# Consumer Drives Broad-Based Platform Leverage Across B2B Markets



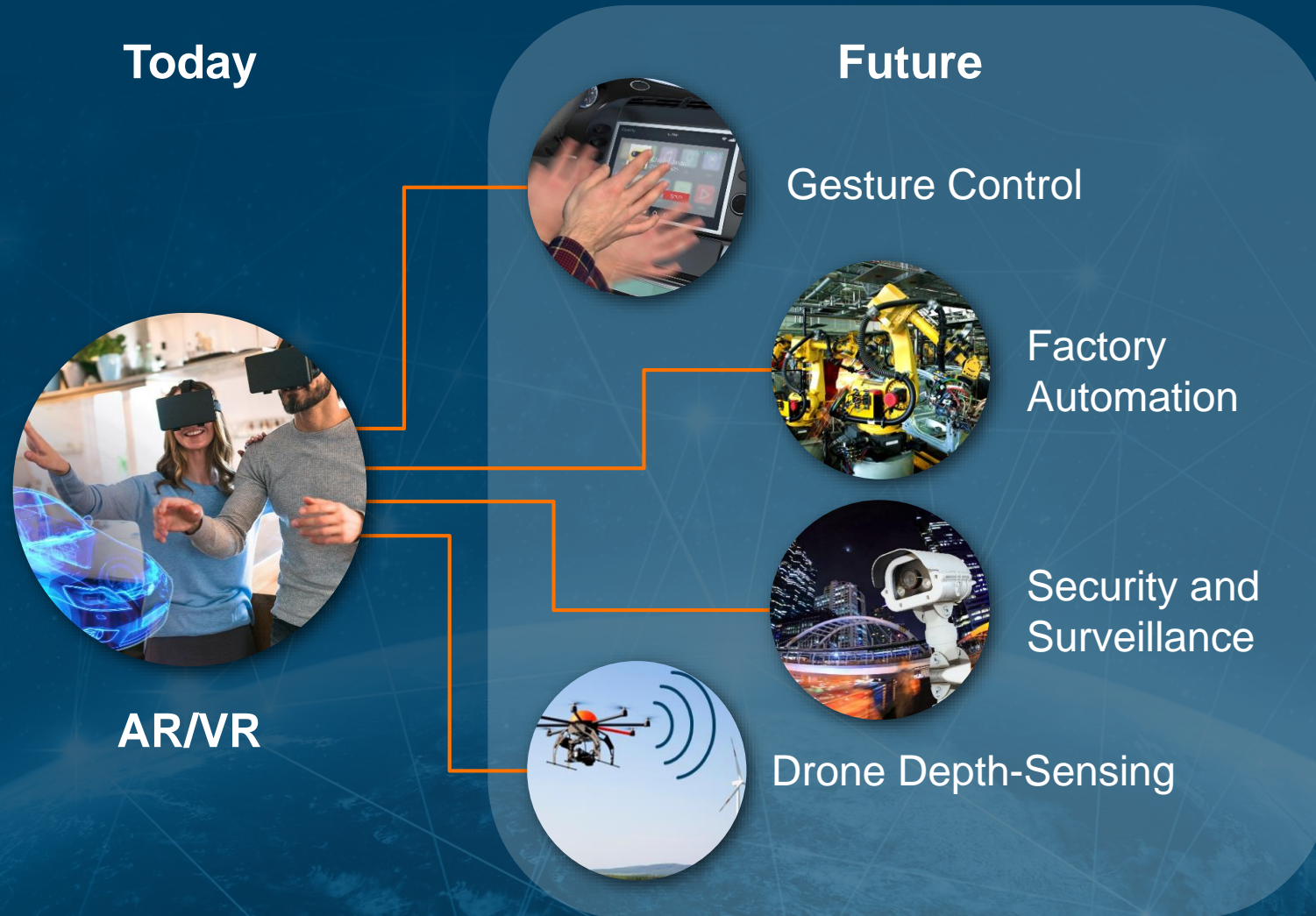


# Example of Consumer Platform Leverage into B2B that Delivered 20x ROI

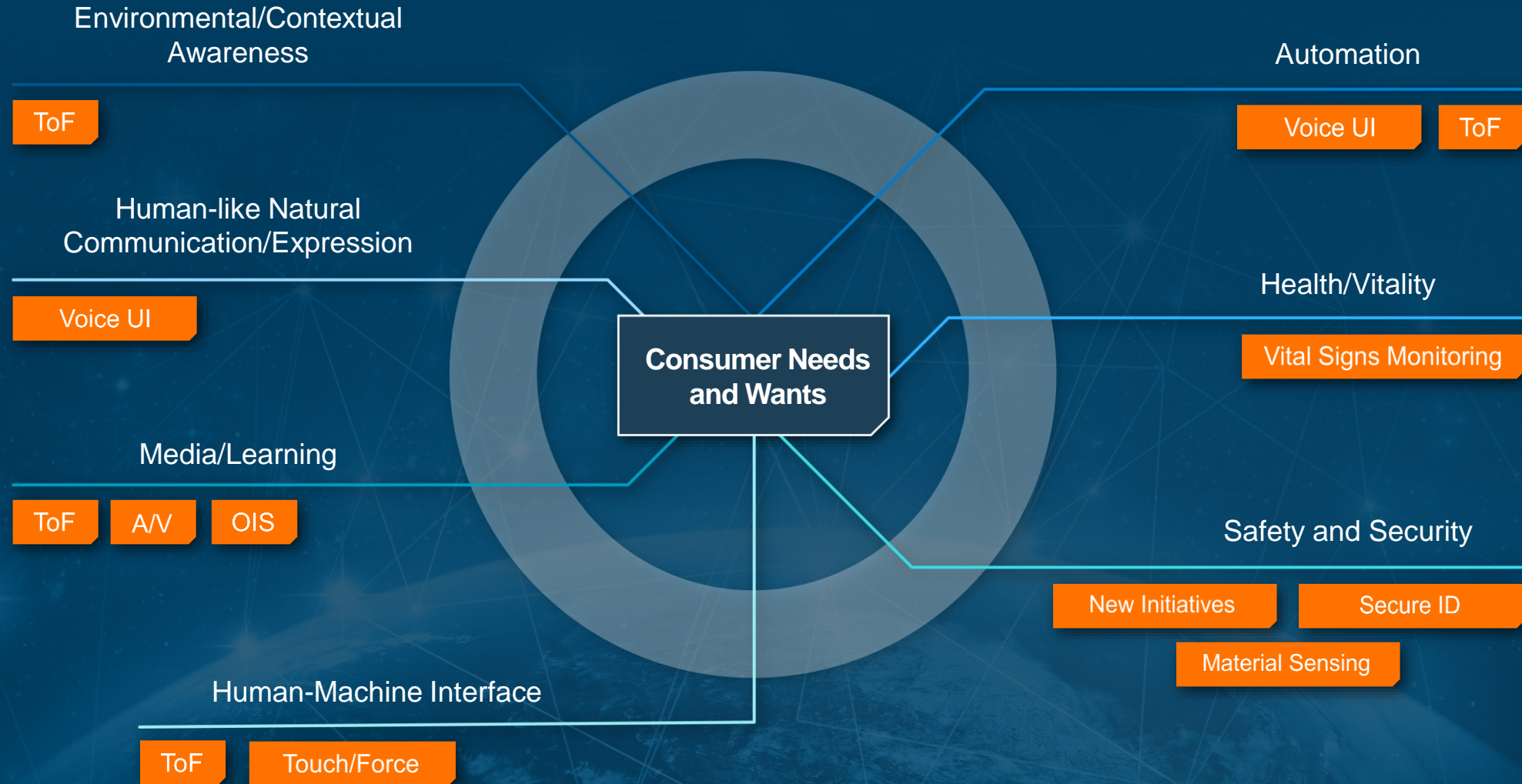




# Platform Leverage Drives Future Growth Applications



# Consumer Needs and Wants are at the Heart of ADI's Focused Consumer Strategy





# New Technology and Applications are Driving SAM Expansion and Diversity



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# Analog Devices 2017 Investor Day

POWERFULLY CONNECTING THE PHYSICAL  
AND DIGITAL WORLDS