

ANALOG ICs

INTEGRATED
SOLUTIONS

INTRODUCTION



MOTOROLA
intelligence everywhere™

digitaldna™



WHO IS THE ANALOG PRODUCTS DIVISION?

- A part of Motorola for 20 years
- A premier supplier of highly integrated mixed-signal products
- Part of a \$1B+ Analog business with global presence

We're bringing a history of excellence to your marketplace as the new Analog Products Division in Motorola

Motorola designs and develops highly integrated, mixed-signal analog integrated circuits. More than just op-amps and regulators, we combine critical system functions into exciting solutions for our customers. Motorola Analog products can be found in many applications including wireless communications, digital and hard copy imaging, and automotive and industrial. We are building on our strengths in power control and power management to add compelling new products to our portfolio.

Motorola ICs are highly robust and provide many unique features for powering, controlling, and communicating. Our proprietary **SMARTMOS™** mixed-signal process allows high-density logic to co-exist with both analog and power functions, providing significant benefits to the designer. These benefits include ease-of-use, outstanding IC- and load-protection features, reduced parts count, and high reliability.

Motorola's standard product offerings include Power Switching ICs, Power Management ICs, Network Transceivers, Automotive Safety Products, and Special Function Devices. Products are offered in both single chip and package levels of integration. Each of these devices uses the **SMARTMOS™** process as the common building block, and add capability as needed by our customers. Many of these devices are designed to work in conjunction with Motorola microprocessors, microcontrollers, and DSPs.

Watch for future products addressing new applications!

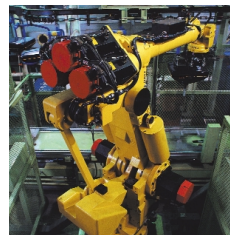
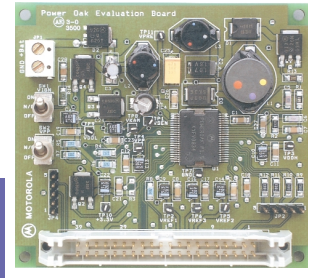
*Power in Communicating,
Controlling, & Protecting*

Analog Products Division is a supplier of world class power switches, network interfaces, and power management product.

WHAT IS SO COMPELLING ABOUT ANALOG PRODUCTS?

- Motorola Analog ICs **Communicate** with networks and MCUs with great efficiency
- Motorola Analog ICs have the **Control** to drive high current and high power loads such as: solenoids, relays, lamps, motors and passive loads
- Motorola Analog ICs have the intelligence to **Protect** themselves, their loads, their companion MCU and wiring harness from environmental stress, faults or overloads

SMARTMOS™ ICs provide robust **Power** transistor performance...



THE ABILITIES

- Reliability - proven record in harsh automotive environments
- Credibility - 30+ years of analog experience
- Capability - integration of logic plus power
- Protectability - innovative protection and diagnostic features
- Versatility - extensive device structures (CMOS, Bipolar, Zeners, Resistors, LDMOS and TMOS, Capacitors, etc.)
- Flexibility - long list of varied applications



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