

**CONTACTS:**

**Pascal Cerruti**

**Analog Devices**

**Tel: 33-1-69-93-9707**

**Email: [pascal.cerruti@analog.com](mailto:pascal.cerruti@analog.com)**

**Andrew MacLellan**

**Porter Novelli**

**Tel: 617-897-8270**

**Email: [andrew.maclellan@porternovelli.com](mailto:andrew.maclellan@porternovelli.com)**

**For Release: December 16, 2013**

## **Analog Devices MEMS Technology Enables Withings Pulse Activity Tracker**

*Smart accessory for a healthy lifestyle integrates ADXL362 MEMS accelerometer for high performance, longer battery life.*

**NORWOOD, Mass.** – [Analog Devices, Inc.](http://www.analog.com) (NASDAQ: ADI), a global leader in high-performance semiconductors for signal processing applications, announced today that the ADXL362 MEMS accelerometer is integrated into the Pulse activity tracker developed by Withings, a company that creates smart products and apps to help people easily take care of their health and well-being. The Pulse activity tracker is a pocket-sized tool designed to help users to achieve their personal health and fitness goals. It offers a range of monitoring features, from tracking the number of steps and the distance traveled, to calculating the number of calories burned, measuring heart rate and detecting the quality of sleep. Watch a video about the ADXL362 low power accelerometer:

<http://videos.analog.com/video/1665773523001/ADXL362-Micropower-3-Axis-MEMS-Accelerometer/>

“The Withings Pulse activity tracker lets you understand and analyze your fitness, and that’s the first step to improving it. The quality of Analog Devices’ MEMS motion sensing technology that we’ve managed to fit into this tiny device and the exceptional battery life it provides makes it the perfect companion for a healthy lifestyle,” said Eric Carreel, president and co-founder of Withings.

Withings needed technology that offered a high-performance solution combined with ultra-low power consumption for a longer battery life and enhanced user autonomy. As the industry's lowest power MEMS accelerometer, the Analog Devices ADXL362 MEMS accelerometer was a good choice.

- For more information on Analog Devices' ADXL362: <http://www.analog.com/ADXL362>
- For more information on the Withings Pulse activity tracker: <http://www.withings.com/en/pulse>

The 3-axis, ADXL362 MEMS digital accelerometer consumes less than 2  $\mu$ A at a 100-Hz output data rate and 270 nA when in slower sampling wake-up mode, consuming up to an order of magnitude lower power than competing MEMS accelerometers. The MEMS accelerometer includes an activity detection function that distinguishes between different kinds of motion and prevents the sensor from turning the system on unnecessarily and using additional battery life.

### **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 is included in the S&P 500 Index.

###

To subscribe to ADI's News Feed: <http://www.analog.com/en/homepage/news.html>

Follow ADI on Twitter at [http://www.twitter.com/ADI\\_News](http://www.twitter.com/ADI_News)

Subscribe to *Analog Dialogue*, ADI's monthly technical journal, at:

<http://www.analog.com/library/analogDialogue/subscribe.html>