Distributor Agreement Expands Support for High-Performance RF Systems Designers

Analog Devices announced that it has entered into a worldwide sales distribution agreement with Richardson RFPD, Inc. As one of the leading distributors of RF and microwave components, Richardson RFPD will support the design-in of ADI's high-performance RF ICs (integrated circuits) along with the company's full range of analog, mixed-signal and digital signal-processing products. ADI's RF ICs and signal-processing technology are available now through Richardson RFPD's North and South America offices and are expected to be available through Richardson RFPD's offices in Europe, Middle East, Greater China, Asia Pacific and Japan in the first half of 2012.

ADI delivers world-leading data converters, amplifiers, MEMs, DSPs (digital signal processors) and power management ICs and a portfolio of high-performance RF ICs covering the entire RF signal chain from leading function blocks such as PLLs, mixers and power detectors, to highly integrated short-range single-chip transceiver solutions. Together, these technologies form a complete design and play a fundamental role in converting, conditioning, and processing real-world phenomena in a wide array of applications.

"Our customers are integrating wired and wireless connectivity into an ever-widening range of applications, and ADI's high-performance RF and signal-processing portfolio is at the core of these systems," said Peter Real, ADI vice president for Linear and RF. "With our portfolio and Richardson RFPD's technical team, customers can expect to accomplish great things."

Alex Glass, ADI vice president, worldwide channel sales, said, "We are pleased to enter into this agreement with Richardson RFPD whose highly skilled RF and microwave sales and technical support teams will be accessible to customers through a global network of 47 offices and seven stocking locations."

"We are excited to partner with ADI, and this distributor agreement further elevates Richardson RFPD's ability to support all aspects of our customers' needs for design, logistics, and new product updates," said Greg Peloquin, president of Richardson RFPD. "Combining ADI's leadership position in ADC and DAC technology, and their investment in developing innovative RF products with our global reach into the RF & Wireless market, make it possible for RF engineers to now procure almost every part they need from one qualified source."

More information is available at http://www.analog.com/ [1].

More information is available online at www.richardsonrfpd.com [2].

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