

# Crosspoint Transceivers Distribute Wide Range of Ultra-High-Definition Home and Professional Audio/Video Content

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Analog Devices, Inc. (NASDAQ: ADI) introduced today a family of three high-performance HDMI crosspoint transceivers that distribute high-definition audio and video content across a range of professional and home A/V systems. The ADV7625/6/7 crosspoint transceivers include up to 5 HDMI inputs and up to 2 HDMI outputs and support full audio extraction and insertion (SPDIF and 8-channel I2S audio) for each video channel. The ADV7625 is the flagship component in the HDMI crosspoint transceiver family and, along with the ADV7626, supports two video channels as well as independent handling of all audio. Unlike competing devices which require an extra component to carry a second audio channel the ADV7625 and ADV7626 allow for the extraction and re-insertion of audio from and to each HDMI data stream. This means audio can be processed and re-inserted into the video stream, rendered locally or switched independently.

“We designed Analog Devices’ ADV7625, ADV7626 and ADV7627 into multiple video distribution products that support UHD in the professional audio visual and consumer home markets,” said Justin Kennington, Technology Manager, DigitalMedia at Crestron, the leading provider of control and automation systems. “We have a long-standing relationship with Analog Devices that combined with their high performance components and support helps us to continually advance our product offerings and maintain market share leadership.”

- Download data sheet, watch the video, order samples and evaluation boards:  
<http://www.analog.com/ADV7625>  
<http://www.analog.com/ADV7626>  
<http://www.analog.com/ADV7627>
- Connect with engineers and ADI product experts on EngineerZone™, an online technical support community:  
<http://ez.analog.com/community/video> or <http://ez.analog.com/community/audio>

The ADV7625 (5 HDMI inputs and two HDMI outputs) and ADV7627 (5 HDMI inputs and one HDMI output) crosspoint transceivers support UHD HDMI inputs and outputs required by many new home A/V receivers, sound bars and TV systems delivering UHD (ultra-high definition) video up to 30 frames per second and 3DTV video up to 60 frames per second. The ADV7626 transceiver (2 HDMI Inputs and 2 HDMI outputs) supports UHD HDMI video formats for designers of professional AV equipment, including video matrix switches and digital signage requiring UHD (4K x 2K) resolution where only one input per video channel is needed. All of the new crosspoint transceivers support fully integrated OSD (on-screen display) functions with the ability to generate an overlay OSD on the input video including UHD.

**ADI's Blimp OSD Development Tool**

To streamline OSD design, ADI provides its proprietary Blimp OSD development tool to assist designers in design, debug and emulation prior to OSD integration with the system application. When the design is complete, the OSD development tool automatically generates code which can be integrated with the system application and an OSD design resource before being loaded in an external SPI flash memory.

## Pricing and Availability

Product	Sample Availability	Price Each Per 1,000	Package
<a href="#"><u>ADV7625</u></a>	Now	\$16.20	260-Ball CSP-BGA
<a href="#"><u>ADV7626</u></a>	Now	\$14.07	260-Ball CSP-BGA
<a href="#"><u>ADV7627</u></a>	Now	\$10.66	260-Ball CSP-BGA

The ADV762x series of crosspoint transceivers can be used with the ADV8003 and ADV8005 NatureVue™ Video Signal Processors, which ADI also introduced today.

## 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.

Subscribe to *Analog Dialogue*, ADI's monthly technical journal, at: <http://www.analog.com/library/analogDialogue>

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