

ANALOG DEVICES

***Video-based
Distributor Training***

“Welcome to Analog Devices”

***SIXTH DRAFT
(INTRO6.SCR)
AUGUST 7, 1996***

SHOOTING SCRIPT

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INTERSECT INCORPORATED***

VIDEO	AUDIO
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1 Fade in:	
2 Title sequence:	Music
3 "Welcome to Analog Devices" Dissolve to introduction:	Music under and out
4 WS Camera trucks to reveal set. Suzanne walks into frame Walk "A"	Narrator: Welcome to our Analog Devices sales team. We're glad to have you working with us.
5 Slow Zoom into Suzanne	Each year, distribution sales people like you are responsible for an impressive increase in sales of Analog Devices products.
6 Shot continues to tighten to MS.	In this introductory program, we'll tell you a little about the company and our products. We'll also tell you what markets have the most potential for us.

VIDEO

AUDIO

7 MS Narrator On-camera Finally we'll describe the sales strategy that keeps us all successful. We call it "Signal Chain Selling."

8 Dissolve to:
WS Different camera position. Analog Devices makes integrated circuits for a wide range of real-world signal-processing applications. Our products are well respected. We have many loyal customers.
Suzanne begins to walk.
Camera dollies with her.

9 Narrator stops in loose medium shot framed left leaving room for chart to dissolve into frame right.

Shoot also with option to dissolve to full screen graphic.

Analog Devices now enjoys revenues in excess of a billion dollars.
Nine Hundred million of that comes from distributors like you.

By the year 2000, we expect to double this revenue.

VIDEO

AUDIO

10	Narrator On-camera	Our products are in demand worldwide.
11	Dissolve to: Map Build Dissolve on Sales Locations Dissolve to Manufacturing Locations	To meet that need, we have sales offices in seventeen countries, and ten state-of-the-art manufacturing facilities.
12	Possible use of manufacturing footage here	
13	Dissolve to Graphic Venn diagram as drawn on Draft 3 & 4	Our reputation for excellence in real-world signal processing comes from a history of market strength in analog, DSP, and mixed-signal applications.
14	Dissolve to Full Screen Graphic Graphic Build <ul style="list-style-type: none">• Data Conversion• Precision Linear• Digital Signal Processing	Analog Devices' enjoys broad experience in data conversion, precision linear technology, and digital signal processing.

VIDEO	AUDIO
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15 Dissolve to: Narrator On-camera End of walk "A"	We're also technological leaders in products for high-speed communication. We pioneered development of the monolithic accelerometer..
16 Exit camera frame left	This depth of experience helps our customers design innovative, leading-edge products
17 Dissolve or cut to: Enter Camera Frame right. Walk "C"	Even in the most complex and fast-changing electronic markets, our customers look to us for high performance, technologically advanced and price competitive products.
18 "	You are the critical link between those customers and our products..
19 CU Narrator	We asked Brian McAloon, Analog's Vice President of Sales what it takes to successfully sell ADI products.

20

VIDEO	AUDIO
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21	Dissolve to: <i>Interview segment</i>	<i>McAloon interview</i>
22	Stay at end of "C" Camera move	You can bring value to our customers by understanding their entire system needs.
23	End of "C"	Here at ADI, we listen carefully to our customers and develop products for the entire system. As a result, our expertise is broad, covering many markets, many applications, and a wide array of components
24	End of "C"	We are, for example, one of the world's largest suppliers of standard linear integrated circuits.

VIDEO

AUDIO

25 Dissolve to:

Full Screen Graphic
build.

Standard Linear Products

- ADC
- DAC
- Op-Amps
- Sensors
- Switches
- Multiplexers
- References
- Interface
- Power Management

Standard Linear Products include A-to-D converters, D-to-A converters, Op-Amps, sensors, switches, multiplexers, references, interface, and power management products

26 Dissolve to

Full Screen Graphic

The total worldwide market for these components is over eight billion dollars..

27

Graphic

Standard Linear Products make up Analog Devices' largest business segment.

VIDEO

AUDIO

28	<p>Dissolve to Full Screen Graphic Build Standard Linear Products Key Markets</p> <ul style="list-style-type: none">• Industrial• Instrumentation• Computers• Communications	<p>The key markets for those products are industrial, instrumentation, computers and communications</p>
29	<p>Dissolve to: Full Screen Photos or word slide.</p>	<p>Standard Linear Products are used in many applications--from medical instruments to industrial process control systems.</p>
30	<p>On-camera End of C MS MS end of C</p>	<p>They are also used in cable TV decoders, displays, and scanners.</p> <p>Analog Devices' strong product portfolio is well-positioned to meet the needs of both existing and emerging standard linear markets.</p>

VIDEO

AUDIO

31 Dissolve to:

Walk "B" Entrance and
stop

The next product category where Analog
Devices is particularly strong is the area
of general purpose digital signal
processors or "DSPs"

32

We sell a wide range of general purpose
DSPs.

33

The market for these products significant.
It is estimated at more than six billion
dollars.

34

Slide

Like standard linear products, General
Purpose DSP's are used in many
applications.

35

This is one of the fastest growing market
segments for ADI.

VIDEO

AUDIO

36 Dissolve to:

Continue "B" Walk

We also have a recognized strength in developing components for the computer marketplace.

37

Camera track continues and Suzanne comes to a stop by a laptop computer

Analog Devices sells its computer products into a four billion dollar market, In the computer industry we focus on computer audio, data communications, and video applications.

38

CU Suzanne holds PCMCIA card

ADI pioneered the analog technology that allows you to buy products that integrate fax, modem, and voice recognition functions into a single PC.

39

Suzanne walks; camera tracks

We're also a recognized as a leader in the field of high technology communications

VIDEO	AUDIO
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40 Suzanne walks "B" continues to second table.	The communications business is estimated to grow to more than three billion dollars by 1999.
41 Walks picks up cell phone. Not Motorola (End of Walk "B")	ADI is positioned to conquer the new digital cellular telephone market and the video-on-demand industry.
42 Dissolve to:	
Narrator on-camera MS at end of Walk "B"	We also develop products for fiber optic applications.
43 Narrator on-camera	ADI is growing in the automotive industry too.
44 possible "B" roll or slide	Our micromachined accelerometer, widely used as a trigger for automobile airbags, is our leading product in this one billion dollar transportation and industrial market.

VIDEO

AUDIO

45

Suzanne in MS end of
"B"

ADI supplies these devices to most major
North American and European auto
manufacturers

46

Walk "A"

Now that you have an understanding of
the markets that use our products, it's
time to talk about how to sell into these
markets.

47

The best way to leverage Analog Devices
strengths is to use an approach we call
"Signal Chain Selling."

48

New designs frequently have elements in
common with other established designs.

49

If you understand, in a general way, how a
signal flows from the input to the output in
most applications, you'll be able to
recommend specific products to your
customers.

50

VIDEO

AUDIO

Signal chain selling is a proven, effective strategy for increased sales

51

Here's a common signal chain and the devices it requires.

52 Dissolve to:

Full Screen

Generic Signal Chain Graphic

53

Highlight Sensor

At the beginning of this signal chain is a sensor.

54

Graphic

Any application that measures changes in temperature, force, sound, pressure, light, position, or flow requires a sensor.

55

Graphic

Since all real-world signals are analog in nature, all designs that require a sensor must have an analog section.

VIDEO

AUDIO

56

Highlight Op Amps

The signal from the sensor is usually weak. Op Amps are required to increase the level of this signal.

57

Highlight Switch/Mux

Many designs gather information from a variety or an "array" of sensors.

Switches and multiplexers sequence or combine multiple inputs into one signal.

58

Highlight Op Amp #2

There is usually a second amplification step after the signal is multiplexed.

59

Highlight Converters

The amplified analog signal is then converted to digital information by an Analog to Digital Converter.

60

Highlight References

The accuracy of the conversion is guaranteed by comparing the amplified sensor output to a known voltage. This voltage is delivered by a reference.

VIDEO	AUDIO
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- 61
Graphic The reference is frequently designed right into the ADC.
- 62
Highlight DSP Specialized processing of the digital information is accomplished by the Digital Signal Processor.
- 63
Highlight Interface Interface products condition data signals that may have to go "off the board" to other computer devices.
- 64
Highlight Power Management Power management products perform several tasks. They monitor the fluctuations in power supply voltages in order to protect the DSP or microprocessor.
- 65
Graphic In addition, they regulate and generate power.

VIDEO	AUDIO
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66

Graphic After the data is processed, the information is frequently returned for display or output into the real world.

67

Highlight DAC This requires conversion back to analog through the use of a Digital to Analog Converter or "DAC."

68

Dissolve to:
MS Narrator On-camera The back end of a design is frequently a mirror image of the front end. You'll find opportunities for Amplifiers, references, filters, switches and muxes here too.
End of walk "A"

69

MS Narrator On-camera By suggesting products based on this simple signal chain, you can increase your sales significantly,

70

MS Narrator exit right, Signal Chain Selling works.
enter left.

VIDEO	AUDIO
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71 Dissolve to:
Enter left Walk "C".

With a knowledge of our markets, an understanding of our products, and an approach to prospects that's based on our signal chain selling strategy, you can't go wrong.

72

Suzanne Walks

If you have questions along the way, Analog Devices provides support to help you succeed.

73

We have a network of resources dedicated to serving our distributors.

74 Dissolve in (*Note: Shoot with option to go full screen too.*)
List builds.
Full Screen or frame right.

They include distributor sales support specialists, application engineers, and customer service representatives.

ADI Resources

- Distribution Sales Support
- Application Engineers
- Customer Service

VIDEO

AUDIO

75

Walk "C" continues to table
with literature

We also provide a broad array of sales
tools and product literature to help you
turn prospects into loyal customers.

76

ADI has a strong reputation for providing
excellent reference information on our
products and their applications. Contact
your ADI representative and use these
resources to your advantage.

77

CU Suzanne

With your help, we can make next year
the best ever for ADI

78

Dissolve to:

Interview segment

Brian McAloon, V.P. Sales.

79

Dissolve to

Wide to reveal set.

Walk "C"

That's all for this program. Again,
welcome aboard. And good luck!

VIDEO	AUDIO
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80

Suzanne key and fill Lights down. Narrator walks out of frame	Music under
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81

End Titles	Music
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82

Fade to Black	Music out.
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83