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**BLACKFIN POWERS BE HERE CORPORATION VoIP COLLABORATION PHONE
FOR FULL-MOTION VIDEO, AUDIO AND DATA CONFERENCING**

*ADI processor's digital-video and networked-media prowess
integrates designer's convergent-processing needs for multi-location meetings*

Norwood, MA – January 17, 2006 – Analog Devices — Analog Devices, Inc. (NYSE: ADI), a global leader in high-performance semiconductors for signal processing applications, today announced that Be Here Corporation, a venture-funded firm introducing VoIP (Voice-over-IP) collaboration phones that deliver a new paradigm for multi-location meetings, selected Analog Devices' Blackfin® as a critical processor for its collaboration phone solutions integrating video, audio and data into one device. Be Here's product, which comprises a tabletop conferencing device and client software that runs on individual PCs, empowers each and every user in a meeting to control what they see, hear and share at any moment. Addressing such convergent-processing challenges has helped establish Blackfin as the processor of choice for networked multi-media designs.

Seeking a low-cost, high-performance signal processor for full-motion video, audio, and data conferencing for its streamlined device, Be Here® selected the Blackfin ADSP-BF561 processor from Analog Devices, Inc. (ADI). The ADSP-BF561 – with two high performance Blackfin cores, flexible cache architecture, enhanced DMA subsystem, and Dynamic Power Management (DPM) functionality, all in a single chip – processes multiple instruction sets and powers the collaboration phone's video and audio compression tasks, including its patented 360-degree optics and imaging capabilities.

“Be Here delivers solutions that will change the way enterprises meet to do business by providing a device that allows each individual user to get what they need out of every meeting,” said Ed Burfine, Chief Marketing Officer, Be Here Corporation. “To deliver ingenuity and advanced capabilities in a competitive environment, Be Here wanted a partner, not just a silicon component vendor. Analog Devices sold us on its expertise in video and VoIP, and backed it up with a very cost-competitive product – Blackfin. Using Blackfin, we can extend the benefits of VoIP to the millions of conference tables going unserved today.”

Be Here uses Blackfin's enhanced instruction set to port the H.263 and H.264 video compression codecs and G.711, G.723 and G.279 audio algorithms. The processor also integrates a general-purpose set of peripherals, including two parallel input/output peripheral interface (PPI) units that support ITU-R 656 video and a glueless interface to analog front-end ADCs, two dual-channel, full duplex synchronous serial ports supporting eight stereo I2S channels, dual 16-channel DMA controllers and one internal memory DMA controller.

“Analog Devices' knowledge of networked media and the integration of hardware and software necessary for those complex solutions is unmatched, with hundreds of successful end-applications on the market today,” said Mike Haidar, General Manager, Software and Systems Technology, Analog Devices. “It's natural that ADI components and expertise would be included in Be Here's drive to introduce a world-class communication device for conference tables across the globe. We're pleased to be part of the Be Here products that are delivering on exactly what enterprise employees say they want in a personalized rich media business meeting experience. As this trend toward converged solutions continues to accelerate, Blackfin will be at the forefront, not only in networked media, but also in home entertainment, car telematics, digital radio and mobile television.”

A Convergent Future Demands Blackfin-Class Processing

Analog Devices' Blackfin® embodies a new breed of 16/32-bit embedded processor with the industry's highest performance and power efficiency for applications where a convergence of capabilities – multi-format audio, video, voice and image processing; multi-mode baseband and packet processing; and real-time security and control processing – are critical. It is this powerful combination of software flexibility and scalability that has gained Blackfin widespread adoption in convergent applications such as digital home entertainment; networked and streaming media; automotive telematics and infotainment; and digital radio and mobile TV.

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. Celebrating 40 years as a leading global manufacturer of high-performance integrated circuits used in analog and digital signal processing applications, Analog Devices is headquartered in Norwood, Massachusetts, with design and manufacturing facilities throughout the world. Analog Devices' common stock is listed on the New York Stock Exchange under the ticker "ADI" and is included in the S&P 500 Index. www.analog.com

About Be Here Corporation

Be Here® totally changes the way we work in multi-location meetings. The company's VoIP collaboration phone is poised to become the preferred device on the enterprise conference room table – combining an integrated 360-degree panoramic view that captures the entire room in full motion video for both local and remote sites, with audio conferencing and data sharing. Each participant “customizes” what they see, hear and share, delivering the confidence and simplicity to accomplish more and to attend fewer meetings. The company is privately held and led by a seasoned and experienced management team from industry leaders such as internetMCI, Mitel, Nortel, Polycom and VTEL. Be Here offers the next essential business tool that transforms the way people meet across multiple locations – and puts individuals in control of their meetings. For more information, please visit www.behere.com.

Blackfin is a registered trademark of Analog Devices, Inc. Be Here is a registered trademark of Be Here Corporation. All other trademarks included herein are the property of their respective owners.