



**Client:** Analog Devices  
**Project:** Technical Article  
**Objective:** Generate Interest in the Client's Op Amps

Analog Devices is a leading manufacturer of analog and mixed-signal integrated circuits for data acquisition, audio, direct-conversion RF, digital signal processing, and applications at system interfaces.

I prepared copy and graphs for this article, part of a trade journal's electronic miniaturization feature. It described the history of the op amp, a common analog building block, using the client's products to show their leadership. It showed the advantages of the client's product in cost versus power and performance, stressing the benefits of running cool at small-size.

The PR manager had less than a week's notice to get the project done. She was very happy with my quick research and on-time finish of a piece for the most widely-read electronics journal in the U.S. Associated Press picked up the piece for syndication.

**Ingredient 1** The title promises specific advantages and useful information.

*How Miniaturization Beats The Heat*

**Ingredient 2** The copy opens with a big benefit of electronic miniaturization - cool-running cell phones so small you forget you have one in your pocket.

*Without advances in mixed-signal technology, a cell phone would be too hot to hold – and you'd need a backpack to carry it in. Instead, today's mixed-signal ICs allow cell phones to feature color displays with still and video cameras and even allow for TV broadcasts, especially if you live in Asia. On a hike or on the ski slopes, you might even forget it is in your pocket. Oh, and by the way, it also lets you make phone calls.*

**Ingredient 3** The copy sets the stage with shrinking sizes in op amps over 35 years.

Subheads hold engineers' attention with *More bandwidth per mA* and *More Bandwidth Per dollar*. The copy presents the advantages brought by new technology - a bandwidth per dollar increase of 10 times per decade. It points out the specific benefits and features of the client's product, a 1 GHz op amp for a dollar.

*Today we get 1GHz performance for a dollar. And that dollar is inflated compared to a 1968 dollar, so the real cost is even less.*

*The uA741 came in an 8-pin TO-99 or 8-pin mini DIP. If you're designing with fast packaged op amps, today's ADA4860-1 is available in a 6-pin surface-mount package almost nine times smaller than the uA741, with lower parasitics, and no holes to drill in a PC board.*

**Ingredient 4** A graph clearly shows the advantage of the bandwidth increase per dollar.

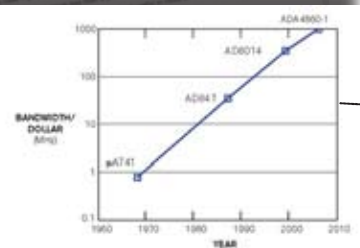


Figure 1: Bandwidth per dollar has increased about 10 times per decade.

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