

## **The Role of Analog and Sensors in the New Consumer World**

**Tom Deitrich**

*Senior Vice President and General Manager  
Cellular Products and RF, Analog & Sensor  
Freescale*

The new frontier is leaving the PC era far behind. Today's connected devices are getting smarter, and two of the technologies providing this added intelligence are analog and sensors products. Products that convert the analog world into digital data and back again are key to our ability to connect with the latest advances. And sensors are driving some of the most compelling functionality in today's most popular connected consumer products.

