**Press Release**

**For Immediate Release**

**PARTNER NAME Collaborates with Analog Devices to Accelerate Growth in Smart Motor Sensor Market**

***ADI OtoSense SMS Enhances Productivity and Efficiency by Turning Sensing Data into Actionable Insights***

**Wilmington, MA, Date, 2022** - **PARTNER NAME** announced today it has signed a Channel Partner Agreement with Analog Devices, Inc (ADI). Through the agreement, **PARTNER NAME** will drive sales and enhance support initiatives for ADI OtoSense ™ SMS, Analog Devices’ Predictive Maintenance Smart Motor Sensor (SMS), in Ireland and Northern Ireland. ADI OtoSense SMS is an AI-based, full turnkey hardware and software solution for condition-based monitoring (CbM) of electric motors.

As companies strive to optimize their manufacturing and production operations, they are seeking better control and monitoring of various assets including motors. ADI OtoSense SMS detects anomalies and defects in motors, enabling the ability to forecast maintenance cycles and avoid unplanned downtime. As a result, companies can increase machinery productivity, reduce downtime and maintenance costs, and extend asset lifecycles.

“*The OtoSense team’s dedication over the last year to integrating the Smart Motor Sensor into manufacturing environments of our partners and customers around the world is commendable, and this award recognizes the ways in which it can transform manufacturing,”* said Jen Lloyd, VP Precision Technology & Platforms. *“We are committed to supporting our partners and end-users with the best-in-industry innovation and domain expertise to drive differentiation and deliver better outcomes.”*

**PARTNER NAME** will leverage its relationship with major manufacturers in (Country) as well as its staff of sales and support personnel across the country to accelerate the adoption of the ADI OtoSense SMS.

PARTNER QUOTE GOES HERE

JOHN DOE of PARTNER NAME explains the rationale for entering this market: “*With fifty years’ experience in servicing the Industrial market with cutting-edge equipment, we are ideally positioned to exploit the rapidly growing demand for IOT devices such as the Smart Motor Sensor for condition-based monitoring of electric motors. As industry harnesses the power of Industry 4.0, we look forward to bringing this crucial technological development to industry,”* he said.

**For more media information, please contact PARTNER, PARTNER COMPANY NAME, PARTNER PHONE NUMBER -+1 123.456.7890 About PARTNER NAME AND COMPANY INFORMATION**

PARTNER BOILER PLATE GOES HERE

**NAME** is a leading supplier of compressed air and pneumatic equipment to Irish industry, employing 30 people across four divisions. Our focus over the last number of years has been on becoming the Compressed Air Solutions experts and Oil-Free specialists in Ireland, providing the safest, most reliable and most energy efficient equipment and services to our customers https://oneillcompressedair.com/ About Analog Device

**About Analog Devices**

Analog Devices, Inc. operates at the center of the modern digital economy, converting real-world phenomena into actionable insight with its comprehensive suite of analog and mixed signal, power management, radio frequency (RF), and digital and sensor technologies. ADI serves 125,000 customers worldwide with more than 75,000 products in the industrial, communications, automotive, and consumer markets. ADI is headquartered in Wilmington, MA. Visit <http://www.analog.com>.

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