Write Sequence

1) Send the start condition

2) Send the ADV740xA/ADV718xB slave address (0x40, ALSB = 0) / (0x42,ALSB = 1)

3) check for the acknowledge from ADV740xA/ADV718xB

4) Send the sub-address to be written to.

5) check for the acknowledge from ADV740xA/ADV718xB

8) Send the data to write to specified subaddress

9) check for the acknowledge from ADV740xA/ADV718xB

10) If No-acknowledge send the stop condition

13) Send a stop condition

Read Sequence

1) Send the start condition

2) Send the ADV740xA/ADV718xB slave address (0x40, ALSB = 0) / (0x42,ALSB = 1)

3) check for the acknowledge from ADV740xA/ADV718xB

4) Send the sub-address to be read from

5) check for the acknowledge from ADV740xA/ADV718xB

7) Send the start condition

8) Send the slave address = 0x41 / 0x43 for a read operation (LSB = 1)

9) check for the acknowledge from ADV740xA/ADV718xB

10) If No-acknowledge send the stop condition

11) If acknowledged read the data from specified sub-address

12) Send a No-Acknowledge

13) Send a stop condition