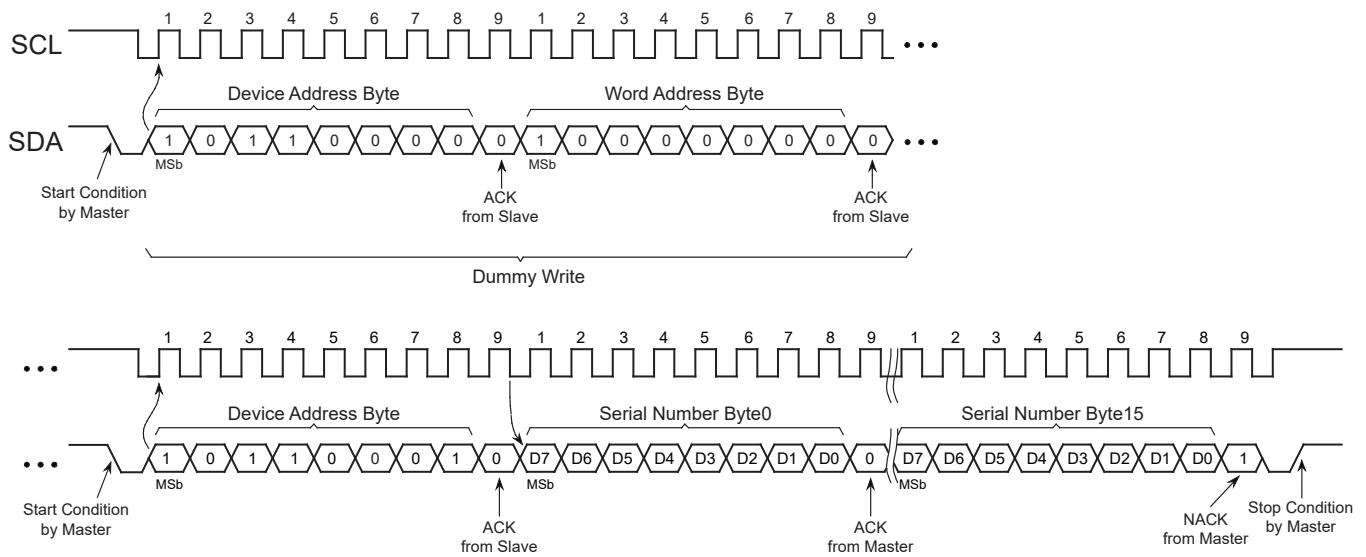
SCL
SDA
1 2 3 4 5 6 7 8 9 1 2 3 4 5 6 7 8 9
Device Address Byte
Word Address Byte
1 0 1 1 0 0 0 0 0 1 0 0 0 0 0 0 0 0
MSb
MSb
Start Condition by Master
ACK from Slave
ACK from Slave
Dummy Write
1 2 3 4 5 6 7 8 9 1 2 3 4 5 6 7 8 9 1 2 3 4 5 6 7 8 9
Device Address Byte
Serial Number Byte0
Serial Number Byte15
1 0 1 1 0 0 0 1 0 D7 D6 D5 D4 D3 D2 D1 D0 0 D7 D6 D5 D4 D3 D2 D1 D0 1
MSb
MSb
MSb
Start Condition by Master
ACK from Slave
ACK from Master
NACK from Master
Stop Condition by Master