

## Marvell's 'Life Is Mobile' Campaign At CES 2011 Introduces Seamless Connectivity Across Smartphones, Information Appliances And Smart Furnishings

**Marvell's complete vision of the mobile lifestyle seamlessly connects the entire consumer experience from cloud to clients; live, high definition video content delivered on demand anywhere, any time and on any screen by wireless, Wi-Fi and powerline connectivity**

SANTA CLARA, Calif., Jan. 3, 2011 /PRNewswire/ -- **Marvell** (Nasdaq: MRVL), a worldwide leader in integrated silicon solutions, will demonstrate its vision for a new era of the true mobile lifestyle by introducing a range of new products and technologies at CES 2011 this week. As one of the most innovative silicon design companies in the world, Marvell will showcase mobile solutions which enable consumers to access live digital content -- voice, data, video, photos, music and news -- seamlessly, in any format from wherever they are, whenever they want.

(Logo: [https://investor.marvell.com/image/Marvell\\_logo.jpg](https://investor.marvell.com/image/Marvell_logo.jpg))

"As we are now moving into a new era of mobile lifestyle, Marvell is very proud to make its unique contribution in developing innovative technologies that seamlessly connect all of the devices in our lives. These technologies are connecting businesses and families around the world, providing access to information and education to children, and having a profound impact on our everyday life. But beyond technologies, I believe all the smart devices need to have a friendly user interface, easy to use and affordable," said Weili Dai, Co-Founder of Marvell. "Our mission is to enable the next billion users of connected devices to achieve seamless access to a continuum of live content and communications whether they're in the kitchen or car or at work. As the industry's total solution provider, we're thinking well beyond the PC to introduce an entirely new class of devices that leverage the best that technology has to offer, from smartphones and tablets, to information appliances and smart furnishings all working together to give consumers on-demand access to live video contents, any time, any place and on any screen."

### Marvell at CES

Marvell's latest technologies will be showcased at CES in Las Vegas. To see demonstrations and learn more, show attendees and media can visit the Marvell booth located in the South Hall Upper Floor, Booth 30642.

- **Seamless Connectivity:** In the new era of mobile computing, seamless connectivity is more crucial now than ever -- whether at home, in the office or on the road, users today expect to be continuously and seamlessly connected no matter where they go. From tablets to TVs to cars to kitchens, mobile users today need ubiquitous connectivity for all of their devices and expect to access, manage and manipulate all of their data and live video content from anywhere in the world whenever they want. Marvell is the only silicon design company that provides a complete, end-to-end technology ecosystem to enable this next-generation of mobile communicators and provide the ultimate user experience with Marvell® ARMADA™, AVANTA™, Pantheon™ and Avastar™ family of products. Marvell's Wi-Fi Direct™ solution offers consumers a way to connect seamlessly and easily, while industry leading beamforming technology delivers consistent wireless performance and a more robust, wireless experience over an increased range to new and existing devices for the latest high bandwidth applications. The company's ARMADA line of application processors and reference platforms offers users unrivaled mobile computing performance and provides the technology foundation for next generation solutions like the new Marvell "World Phone" reference platform.
- **Mobile Applications:** Today, mobile devices and smartphones are considered indispensable tools for consumers and workers around the world. As this always-on, connected lifestyle has taken hold, digital media sharing has become a routine activity, with photo sharing representing one of the largest mobile applications today. And all trends and data available today point to an even bigger upsurge in photo and document sharing through mobile applications over the next year. Using its Wi-Fi Direct™ certified technology, Marvell's system solution for mobile printing platforms enables wireless scanning, managing and printing of photos and documents for business users and consumers at any time from any location.
- **Cloud Computing:** As the proliferation of mobile devices continues to accelerate, cloud computing becomes more critical to the mobile lifestyles people are demanding. In this new era, even the smartest devices act as entry-ways to the cloud through which people can access any and all data they want or need, any place at any time. This is equally important as home automation gains traction. By leveraging cloud-based automation services, people can monitor and control every connected device in the home to help increase security, power savings and even access personal data remotely -- all seamlessly and smoothly. With Marvell ARMADA platform and industry-leading Wi-Fi technology, consumers have unprecedented new power in home automation and control. Through mobile cloud-based home servers, users can secure the home; manage lights, heat and air conditioning; and integrate all the connected

intelligent furnishings at home via a smartphone.

- **Digital Entertainment:** Digital entertainment has fast become a dominant activity for the mobile lifestyle. So much so, that accessing and streaming digital entertainment content is expected to quadruple Internet traffic by 2014. In just a few short years, analysts say they expect online video, gaming and mobile services to account for no less than 90 percent of that traffic. Marvell is uniquely positioned to provide the foundational technology necessary to ensure always-on connectivity and a rich and smooth interactive user experience through enabling technologies like the ARMADA and AVANTA platforms and the Qdeo® video processor. Marvell's silicon design technology also powers next-generation consumer entertainment solutions such as Internet TV, high-definition universal Blu-ray players, more robust set-top boxes, next-generation home entertainment applications and services, multi-service gateway boxes for an always-on home entertainment experience, and gaming at home through the cloud. Marvell's high-performance, ultra low-power ARMADA CPU will also be deployed in various consumer video devices including thin client set-top boxes for second and third TVs in the home.

## About Marvell

Marvell (Nasdaq: MRVL) is a leader in the development of storage, communications, and consumer silicon solutions. The company's diverse product portfolio includes switching, transceiver, communications controller, wireless, and storage solutions that power the entire communications infrastructure including enterprise, metro, home, and storage networking. As used in this release, the terms "company" and "Marvell" refer to Marvell Technology Group Ltd. and its subsidiaries. For more information, visit <http://www.marvell.com/>.

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