

Marvell's Avastar 88W8797 Wireless SoC And 8800 LED Lighting Controller Family Named 2011 Hot 100 Products By UBM Electronics' EDN

SANTA CLARA, Calif., Dec. 9, 2011 /[PRNewswire](#)/ -- Marvell today announced that EDN has named the Marvell® [Avastar™ 88W8797 Wireless SoC](#) and the [8800 LED Lighting Controller Family](#) as two of the "100 Hot Products of 2011." The 2011 EDN Hot 100 highlights the electronics industry's most significant products of the year based on innovation, significance, usefulness and popularity.

(Logo: https://investor.marvell.com/image/Marvell_logo.jpg)

Marvell's Avastar 88W8797 - the latest wireless system-on-chip (SoC) in the Avastar line - is a high-performance multiple-input multiple-output (MIMO) Wi-Fi + Bluetooth + FM combination radio with advanced power management designed specifically for next-generation mobile products. An 802.11n 2x2 dual-band SoC offering Wi-Fi data rates up to 300Mbps, the 88W8797 can double the performance available on today's mobile products, enabling new, high-bandwidth media applications regardless of the device's spatial orientation. By allowing flexibility in the placement of two antennas on the device, robust performance is ensured even if one antenna is partially or completely obstructed.

Marvell's 8800 LED lighting controller family - which includes the 88EM8801, the industry's first dual-string smart LED controller chip - offers intelligent digital controls to drastically reduce system design complexity and the engineering effort required to deliver superior quality light and high-end lighting features. The unique current tuning capability of the new 8800 series enables the use of loosely binned, lower-cost LEDs to deliver uniform light output and constant color temperature during the manufacturing process and throughout the long lifespan of the LED lamps themselves. Leveraging Marvell's dual-string driver technology, the 88EM8801 offers an unparalleled solution for mixing and controlling different color LED strings to achieve high color rendering index (CRI) and high lumens per watt.

"Our engineers work diligently to deliver silicon solutions that solve fundamental challenges our customers face in delivering compelling end products to consumers. We're thrilled that EDN has recognized two of our latest innovations in the wireless and green spaces," said Dr. Gerry Liu, vice president of the connectivity group at Marvell. "While the chips are designed for different uses, they both feature hallmarks of Marvell design - low power and seamless connectivity."

"This awards program has been in existence since 1993 and over the years has highlighted many industry trends - this year is no different. We are very pleased to showcase the top products of the many thousands announced during the past year that especially caught the attention of our editors and readers," said Rich Pell, Executive Editor, EDN and Designlines, UBM Electronics.

The complete list of EDN's Hot 100 Products can be found online at http://www.edn.com/article/519946-EDN_Hot_100_products_of_2011.php?cid=hot100 or within the December 15, 2011 issue of *EDN Magazine*.

About Marvell

Marvell (NASDAQ: MRVL) is a world leader in the development of storage, communications and consumer silicon solutions. Marvell'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 term "Marvell" refers to Marvell Technology Group Ltd. and its subsidiaries. For more information, visit Marvell.com.

About EDN (www.edn.com)

EDN, a leading UBM Electronics brand, is the comprehensive information resource for the electronics original equipment manufacturer segment, providing in-depth technical information for electronics design engineers and news and strategic business insight for executives.

About UBM Electronics

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