Marvell To Showcase Wi-Fi Display Technology Implemented Across Avastar Family Of Wireless Products

Marvell and the Wi-Fi Alliance Enhance Wireless Connectivity of Consumer Electronic Devices with New Standards-based Display Technology

SANTA CLARA, Calif., and LAS VEGAS, Jan. 9, 2012 /PRNewswire/ -- Marvell (Nasdaq: MRVL), a worldwide leader in integrated silicon solutions, today announced support for Wi-Fi Display technology across its entire family of Avastar™ solutions. Marvell will showcase its robust portfolio of wireless solutions, including Wi-Fi Display, at the 2012 Consumer Electronics Show (CES) being held Tuesday, Jan. 10 – Friday, Jan. 13, in Las Vegas.

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

Wi-Fi Display is a standards-based mechanism for reliable, peer-to-peer, high-definition (HD) video and audio streaming between wireless devices and high definition displays. By enabling consumers to mirror the display from a mobile device onto a larger screen in real-time, they can reliably move and view content among various devices, anytime, anywhere.

"Consumers today expect an always-on, always-connected experience and it is critical that Wi-Fi solutions serve as a reliable link to enable advanced use cases for consumers," said Bart Giordano, director of marketing for wireless at Marvell Semiconductor, Inc. "Marvell's Wi-Fi Display solutions will allow end-users to enjoy reliable and interoperable video and audio streaming of user-generated and cloud-sourced content between their mobile computing devices and their digital TVs, projectors, set-top boxes and Blu-ray players. Whether it is real-time gaming from a smartphone to a high definition display, or projecting content stored on a tablet onto a larger screen, Marvell's Wi-Fi Display solutions will enable reliable streaming of rich, high-definition content that consumers demand."

To support this standard, Marvell's line of Avastar solutions implements a complete Wi-Fi Display video software stack that is platform independent and serves to establish a reliable point-to-point HD video link between a source and sink devices. The stack includes Wi-Fi Display link provisioning and management, video transcoding, reliable HD 1080p HD video transport over Wi-Fi and content security (DRM). This software stack is extensible to a variety of System-on-a-Chip (SoC) platforms and can take advantage of any hardware acceleration for video transcoding and security. By incorporating this technology into its wireless products, Marvell is enabling an entire ecosystem of Android and Windows based mobile devices, Wi-Fi Display HDMI dongles, DTVs, Blue-ray players and set-top boxes, such as Google TV.

Availability

Marvell will be participating in the sponsored demonstration of Wi-Fi Display at CES in the Wi-Fi Alliance booth, No. MP25445, located in South Hall 2 on the lower level, and also will be demonstrating its Wi-Fi Display solutions at CES in the Marvell booth, No. 30542, located in South Hall 3 on the upper level. CES will be held Tuesday, Jan. 10 – Friday, Jan. 13, 2012, at the Las Vegas Convention Center (150 Paradise Road, Las Vegas).

About Wi-Fi Display

The Wi-Fi Display specification is the basis for an exciting new Wi-Fi Alliance certification program, scheduled for launch in mid-2012. Devices certified under this program can provide a rich audio/video experience between Wi-Fi devices anywhere, at any time, without cables or a connection to an existing Wi-Fi network—all with the multi-vendor interoperability expected from Wi-Fi CERTIFIED. Devices that implement the Wi-Fi Display specification connect directly, so you can do things like watch videos from a smartphone on a big screen television, share a laptop screen with the conference room projector to collaborate in real-time, and listen to music from a home theater receiver on a set of Wi-Fi headphones.

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.

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For Further Information Contact:
Marvell Media Relations   Kim Anderson
Daniel Yoo   Tel: 408-222-0950
Tel: 408-222-2187   kimander@marvell.com
yoo@marvell.com

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