

Marvell Launches Preview Of Kinoma Play For Android

Kinoma dashboards automatically organize your media, news, and information

AUSTIN, Texas, March 12, 2012 /PRNewswire/ -- **SXSW 2012** -- Marvell (NASDAQ: MRVL), today announced the immediate availability of Kinoma Play® for Android-powered phones. The preview release of Kinoma Play includes a suite of 50 apps enabling digital media, social networking, location, and search. Anyone with an Android phone is invited to experience Kinoma Play as a free download from Android Market.

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(Photo: <http://photos.prnewswire.com/prnh/20120312/SF68316-b>)

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

"Marvell is investing in our Kinoma software platform because we understand the importance of great software to the success of our customers. Our vision of the Connected Lifestyle guides our product development. Kinoma Play truly shows the power of that Connected Lifestyle," said Weili Dai, Co-Founder of Marvell. "I believe our customers can now build on Kinoma to bring increased value to their own products. Android is just the first stop. We're working to bring Kinoma to additional Marvell-powered devices."

Kinoma Dashboards

What makes Kinoma Play special is how it combines information and features from across Kinoma apps into dashboards to simplify and speed everyday tasks. Kinoma Play includes five dashboards:

- *Play* shows up-to-the-minute information from every Kinoma app with news -- social networks, recent photos, stocks, weather, the song you're listening to, upcoming calendar events, and even Kinoma app updates.
- *Search* uncovers surprising information by quickly collecting results from across every Kinoma app that supports search.
- *Places* is an in-depth guide to what's nearby, combining information from foursquare, Yelp, YouTube, Wikipedia, and HearPlanet, the world's largest audio guide.
- *Music* is a music lover's dream, delivering photos, biographies, and videos of the artist you're listening to now.
- *Send* is the hub for sharing and organizing media: show videos on a television, tweet about a song, upload a picture to Flickr, download a podcast, or add to a playlist.

Media Connect

Kinoma Play's Media Connect app shares media with other devices on the same network, even other phones. It supports the popular Digital Living Network Alliance (DLNA) standard built into many televisions, computers, and game consoles including Xbox 360 and PS3. Media Connect allows you to easily:

- Show pictures, music, and video from your phone on DLNA compatible televisions
- Play content from media servers on your phone
- Share content with neighboring devices by turning your phone into a media server

Kinoma Create

Further setting it apart from other mobile apps, Kinoma Play is an open environment: developers are invited to bring their ideas into Kinoma Play, from simply plugging into dashboards to creating full apps. Kinoma Create is the environment for Kinoma development on Mac and Windows. Built on the popular Eclipse IDE, developers can easily edit, debug, and profile their apps in Kinoma Create's unified environment, and test on both the built-in Kinoma Simulator and Android phones over Wi-Fi.

Kinoma apps are written in Kinoma Play Script (KPS) which uses the same JavaScript language as HTML5, providing a familiar starting point for developers. The optimized KPS runtime delivers high performance, media rich, portable, integrated experiences. The biggest innovation in KPS is how it inverts the traditional event

driven programming model. KPS apps follow a content-driven model where the primary task is gathering information to display, not displaying information and responding to events. This approach better reflects the focus of today's connected apps, simplifying development.

Coming soon

"Today's preview of Kinoma Play and Kinoma Create is just the beginning," said Peter Hoddie, vice president of the Kinoma Platform at Marvell. "We have big plans for the rest of the year. Our work on a fully hardware accelerated rendering pipeline using OpenGL is delivering beautiful results on tablets. We're making great progress on Kinoma for iOS, which will allow us to deliver the same Kinoma apps on both Android and iOS. And we'll share a significant portion of our app suite under an open source license for developers to learn from and build on."

Availability

Anyone with an Android phone running Android 2.1 or later (Eclair, Froyo, Gingerbread, Honeycomb or Ice Cream Sandwich) can experience Kinoma Play as a free download from Android Market.

Developers who want to discover how productive and fun it can be to build apps with Kinoma's innovative content-driven programming model are invited to try Kinoma Create on their Mac or Windows-based computer. An Android phone is optional. Kinoma Create is available as a free download at developer.kinoma.com.

SxSW show attendees and media are invited to see Kinoma Play and Kinoma Create, along with a preview of our upcoming work, at the Austin Convention Center, Booth #135.

Join the conversation about Kinoma on Twitter with #Kinoma and follow @Kinoma for the latest news and tips about Kinoma Play and Kinoma Create.

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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