

Marvell And ZeroDesktop Team Up To Deliver Cost Effective Cloud Computing With New Virtual Web Desktop Platform

Latest collaborations include best-in-class technology to deliver a web-based alternative to today's expensive PC infrastructure in education systems, businesses and consumers' homes

AMSTERDAM and SANTA CLARA, Calif., Sept. 7, 2012 /PRNewswire/ -- Marvell (Nasdaq: MRVL) and ZeroDesktop, a developer of next-generation personal cloud operating system solutions for public cloud and private cloud computing, today announced they are collaborating to deliver a cost-effective alternative to traditional PC-based computing. Demonstrations of the new virtual web desktop technology will be showcased at IBC 2012, Marvell booth #BM3, from September 7-11 in Amsterdam.

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

The new innovative platform is an instant virtual web desktop designed to provide a unique, productive and rich multimedia experience for multiple users through a single device. The ZeroDesktop Cloud OS infrastructure can provide access to thousands of users from a single server, eliminating the need for investment in multiple PCs and expensive PC maintenance and infrastructure. The solution is intended for education systems, small businesses and consumers who are seeking to regain control of scattered digital content that is increasingly dispersed across local computers, social sites, portable storage devices and external storage services.

Powered by the Marvell ARMADA® 1500 family of HD media system-on-chips (SoCs), the virtual desktop platform integrates ZeroDesktop's ZeroPC cloud computing services to provide a seamless all-in-one content management hub for organizing, accessing, managing and sharing digital content locally, regardless of where it is stored. Its cloud content management user interface is designed to provide a familiar PC desktop experience, empowering users to unify all of their digital content into one secure repository, bridging the gap between the Internet and PCs while also providing new opportunities for original equipment manufacturers (OEMs) and service providers to deliver turnkey cloud services to their end-users.

"For Marvell, collaborating with ZeroDesktop is an opportunity to further our mission of providing sensible all-in-one solutions for schools, businesses and consumers that are facing a common dilemma about what to do with the increasing number of slow, outdated, or virus-plagued computers that outfit their facilities or homes," said Gaurav Shah, general manager of Marvell's Digital Entertainment Business Unit, Communications and Consumer Business Group at Marvell Semiconductor, Inc. "The combination of multiple devices and operating systems that cannot perform effectively with streaming media or other Internet applications, plus shrinking budgets, have led to countless hours repairing and troubleshooting problems in these old computers. This new platform provides an attractive alternative by using a cost-effective, light server footprint that works with all types of media content and delivers a viable path to rapid deployment of virtual desktops in today's challenging economic environment."

Marvell's ARMADA 1500 family of processors runs up to 1.2 GHz and is dual-core ARM v7 compatible. Marvell's SoC touts Vivante GC1000 GPCPU supporting desktop level 3D graphics, VMeta™ multimedia decoder support for all popular multimedia container file formats, award-winning Qdeo® video technology enabling an immersive full HD experience, and programmable audio DSP ZSP800 support for audio post processing. The solution also includes rich and scalable I/O for optimal connectivity.

"It's been our vision to team with a company such as Marvell to extend ZeroPC's use as a cost-effective alternative to purchasing and maintaining multiple computers, and wrestling with the cost of maintaining expensive modern-day PC and server infrastructure," said Young Song, CEO of ZeroDesktop. "Coupled with the best of Marvell's hardware and engineering, ZeroDesktop's pure Web technology solution significantly reduces storage, server and bandwidth requirements while enabling thousands of users to access their content and enjoy a unique computing experience."

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 ZeroDesktop

ZeroDesktop, Inc. is a leading developer of next generation Cloud Operating System and Cloud Service

Brokerage Solutions for Telecoms, OEMs, ISVs and Enterprises. The ZeroDesktop Infrastructure unifies scattered digital content from local storage, network drives and cloud services into one secure repository accessible by PCs, tablets and mobile devices. The ZeroDesktop solution includes a customer-branded Personal Cloud OS based on a Web-VDI User Interface, and a Cloud Service Brokerage Platform for Web and Mobile Applications. ZeroDesktop is headquartered in San Mateo, CA. For more information, visit <http://zerodesktop.com>.

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