

# LG U+ Service Provider Selects Marvell For World's First Google TV Integrated IPTV Set-Top-Box

**New all-in-one IPTV & Google TV device demonstrates growing Marvell leadership in delivering innovative solutions for service providers and mass market consumers**

SANTA CLARA, Calif., Oct. 16, 2012 /PRNewswire/ -- Marvell (Nasdaq: MRVL) today proudly announced that Korean service provider, LG U+, a subsidiary of LG Group, has selected the award winning Marvell® ARMADA® 1500 SoC platform (88DE3100) to power its new IPTV Google TV set-top-box. The LG U+ set-top-box is the first of its kind and marks a new era of streamlined performance and entertainment content in the connected home for LG U+ customers throughout Korea.

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

"Marvell has an outstanding track record of successful collaboration with Google and other key partners in broadcast and cloud content delivery and powering this groundbreaking set-top-box for LG U+, Korean service provider, demonstrates our leadership in driving Google TV/Smart TV," said Weili Dai, Co-Founder of Marvell. "I believe the LG U+ set-top-box serves as a powerful digital command center in the home with the ability to deliver immersive entertainment and home automation experiences to connected devices ranging from mobile phones and tablets to information appliances for 'smart furnishings.' Our collaboration will enable LG U+ customers to experience our shared vision of the always-on, always-connected lifestyle."

"The u+tv G brings users more entertainment and better ways to find it, and is the first of its kind as an integrated IPTV set-top-box with Google TV. Marvell's technology helps Google TV and LG U+ bring this device to market with the right performance and price for our users," said Mickey Kim, Head of Asia Pacific Partnerships, Google TV.

The ARMADA 1500 SoC platform recently received two esteemed American Business Awards in the "Best New Hardware Product or Service" and "Favorite Hardware People's Choice" categories. Marvell was recognized for delivering an innovative connected TV solution, meeting the demands of OEMs, service providers and consumers as smart TVs and connected media player devices take a stronghold in the marketplace. Powerful, energy-efficient, ultra-scalable and very affordable, the Marvell ARMADA 1500 Series contains a high-performing ARM compatible dual-core CPU and is designed to enable PC-like processing power to support robust web browsing with support for Flash and other key technologies. Qdeo® video processing enables an immersive HD and 3D video experience, including scaling, noise reduction, de-interlacing, low bit-rate Internet video enhancement and FRC.

LG U+ expects the service to be available in Q4 2012.

## **Related Link:**

Product information: <http://www.marvell.com/digital-entertainment/armada-1500/>

## **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](http://Marvell.com).

## **About LG U+**

The three LG Telecommunication companies make a new start under the name "LG U+". The company was founded on the back of the successful commercialization of the world's first CDMA technology in July 1996. Since beginning the PCS service around the country in October 1997, the company has continued to grow together with the customers and today, LG Telecom, LG Dacom, and LG Powercom have combined to make a new start as LG U+.

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## **For Further Information Contact:**

### **Marvell Media Relations**

Daniel Yoo

Kim Anderson

Tel: 408-222-2187  
[yoo@marvell.com](mailto:yoo@marvell.com)

Tel: 408-222-0950  
[kimander@marvell.com](mailto:kimander@marvell.com)

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