

Marvell Powers Global TV Leader TCL's First Smart TV And Set-Top Box With Google TV, Including Voice Search

Together with Marvell's award-winning ARMADA 1500 series SoC solution, TCL's new MoVo and MoVo Box transform and deliver immersive home entertainment experiences for consumers worldwide

LAS VEGAS and SANTA CLARA, Calif., Jan. 8, 2013 [/PRNewswire/](#) -- Marvell (NASDAQ: MRVL) and TCL today announced that TCL is the first company to offer both a Smart TV and set-top box with Google TV, powered by the award-winning Marvell® ARMADA® 1500 series System-on-Chip (SoC) platform (88DE3100). The TCL MoVo with Google TV (Smart TV) and TCL MoVo Box with Google TV (Internet-connected set-top box) represent the expansion of TCL's geographical focus into the U.S. market and reinforce the ubiquity of Marvell's technology in the Smart TV space. Marvell and TCL will demonstrate the products at the 2013 Consumer Electronics Show in Booth Nos. 31423 and 9825, respectively.

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

"By leveraging Marvell's award-winning technology and the new Google TV platform, TCL will deliver innovative Smart TV solutions on a global scale that incorporate voice recognition, advanced multimedia search and discovery, and the very best Marvell has to offer in video, sound and connectivity - all at an affordable price point. I believe our work with TCL and Google delivers a game-changing entertainment experience for consumers around the world that will drive the Smart TV market forward at a rapid pace," said Weili Dai, Co-Founder of Marvell. "Marvell is very proud to see our innovation, commitment and hard work with Google and our partner companies lead to the milestone of TCL's new Smart TV product with Google TV. Google and Marvell share a passion for improving the way the world enjoys entertainment and we are thrilled to see companies such as TCL, and many others to follow, leverage this opportunity to the fullest in their newest TVs and devices."

TCL's MoVo with Google TV and MoVo Box with Google TV are designed to incorporate the best of Google TV, including Voice Search and PrimeTime, all powered in part by data analytics insight from Google's Knowledge Graph. The products also feature signature access to popular on-demand video services such as Vudu, Netflix and YouTube – along with TCL's proprietary Personal Box Office (PBO) technology and support for PinPoint-enabled devices and nScreen multimedia and game playback.

"With the powerful, built-in Marvell ARMADA 1500 SoC platform, TCL MoVo with Google TV is a unique combination of Google search technology that is suitable for active users and TCL PBO technology that enables a personalized experience for users that want to sit back and have the TV provide the right content with minimal user interaction," said E Hao, TCL Corporate Vice President and Chief Sales Officer of TCL Multimedia. "MoVo delivers a TV viewing experience catered to the interests of each member of the family."

"We continue to team with Google TV ecosystem partners such as Marvell to bring more ways to offer entertainment and Google services on your TV. With Marvell, we're able to offer a growing array of products at attractive price points," said Suveer Kothari, Director of Business Development for Google TV.

Powerful, energy-efficient, ultra-scalable and immensely affordable, the ARMADA 1500 series DTV SoC platform contains Marvell's highest-performing ARM v7-compatible PJ4B SMP super-scalar dual-core CPU. The chip is designed to enable PC-like processing power to support Web browsing with support for Flash and other key technologies – with the aid of more than 6,000 Dhrystone MIPS of computing horsepower, FPU v3.0, 512 KB of L2 cache and NEON. With advanced, cellphone-like power management, the platform is also incredibly energy-efficient.

The ARMADA 1500 contains Marvell's award-winning Qdeo® video processing for state-of-the-art HD and 3D video, including scaling, noise reduction, de-interlacing, low bit-rate Internet video enhancement and FRC, and color/contrast enhancement. The chip offers VMeta™, a multi-format video decoder that can decode up to two simultaneous 1080p streams as well as a host of other video formats and containers.

About TCL

Founded in 1981, TCL is one of the largest consumer electronics enterprises in China with a global presence. TCL Corporation has three listed companies: TCL Corporation (SZ.000100), TCL Multimedia (HK.1070) and TCL Communication (HK.2618). Currently, TCL Corporation has set up four business units – TCL Multimedia Holdings, TCL Communication Holdings, China Star Optoelectronics Technology and TCL Home Appliances Group, as well as six business groups – System Technology Unit, Techne Group, Emerging Business Group, Investment Group, Logistic & Service Group and Real Estate Group. TCL employs more than 60,000 people and has more than 40

sales offices around the world, 15 R&D centers, spread across China, United States, France, and Singapore, 20 manufacturing bases and selling products under TCL, Thomson, and Alcatel ONE TOUCH brands. In 2011, TCL Corporation achieved global sales of RMB 60.834 billion, and reached the TCL LCD TV ranking 5th globally. In 2012, the brand value of TCL had exceeded RMB 58.326 billion, continuing to hold the No. 1 TV brand position in China. On Dec, 2012, TCL announced to achieve 15 million LCD TV shipments, and thus entered the list of world first tier TV makers.

About Marvell

Marvell (NASDAQ: MRVL) is a global leader in providing complete silicon solutions enabling the digital connected lifestyle. From mobile communications to storage, cloud infrastructure, digital entertainment and in-home content delivery, Marvell's diverse product portfolio aligns complete platform designs with industry-leading performance, security, reliability and efficiency. At the core of powerful consumer, network and enterprise systems, Marvell empowers partners and their customers to always stand at the forefront of innovation, performance and mass appeal. By providing people around the world with mobility and ease of access to services adding value to their social, private and work lives, Marvell is committed to enhancing the human experience.

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