

Marvell And Global Tier-1 OEMs Deliver Products For The New Era Of The Connected Lifestyle At CES 2013

Marvell showcases breakthrough end-to-end solutions including big Smart screen products for Google TV and Android TV from ASUS, Hisense, NETGEAR, Lenovo, LG U+ and TCL

LAS VEGAS and SANTA CLARA, Calif., Jan. 8, 2013 /PRNewswire/ -- [Marvell](#) (NASDAQ: MRVL), a worldwide leader in integrated silicon solutions, today introduced new products with global Tier-1 OEMs for the new era of the connected lifestyle at the 2013 Consumer Electronics Show (CES), being held this week in Las Vegas. As one of the most innovative silicon design companies in the world, Marvell will showcase Smart home entertainment and breakthrough end-to-end solutions for Smart screen products for Google TV and Android TV from ASUS, Hisense, NETGEAR, Lenovo, LG U+ and TCL.

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

"I believe that 2013 is the big year of the Smart TV. The market is ready, the ecosystem is in place, and more powerful, affordable and easy-to-use technology is driving the way consumers access live digital content — voice, data, video, photos, music and news — seamlessly, in any format from wherever they are, whenever they want on the big Smart screen," said Weili Dai, Co-Founder of Marvell. "I'm so pleased to see the successful launch of our global Tier-1 OEMs for Google TV and Android TV. I believe this is just the beginning of empowering big Smart screens to the masses similar to the movement that led to the wide adoption of smartphones globally."

Marvell will showcase next-generation breakthrough solutions and OEM customer products at booth No. 31423, located on the upper level of South Hall 3 at the Las Vegas Convention Center, including:

New Marvell Smart Home Entertainment Offerings Including Ultra HD (4K x 2K)

- **[ASUS](#)** - The award-winning Marvell® ARMADA® 1500 Series SoC platform will power the new ASUS Qube with Google TV media streamer. The device represents ASUS's foray into the Smart TV market and demonstrates one of many ways the ARMADA 1500 series creates new business opportunities for device makers looking to take advantage of the connected living room market.
- **[Hisense](#)** - The award-winning Marvell ARMADA¹⁵⁰⁰ Series SoC platform is at the core of new Google TV products from Hisense, including the Hisense Pulse and the XT780 Smart TV series, which has been recognized as a CES Innovations 2013 Design and Engineering Award Honoree. Hisense's expanding US footprint underscores Marvell's role in a growing global ecosystem for Google TV-enabled entertainment.
- **[Lenovo](#)** - The Marvell ARMADA 1500 Series SoC platform is powering Lenovo's new S31 Smart TV, one of the most cost-effective Android Smart TVs on the market. Lenovo's newest Smart TV is targeted squarely at price conscious customers and further represents Marvell's deep commitment to powering the connected lifestyle for consumers around the world. Lenovo first leveraged Marvell's cutting-edge platform in its much-anticipated S51 and S61 Smart TVs, which were introduced in the fall of 2012.
- **[LG U+](#)** - The ARMADA¹⁵⁰⁰ Series SoC platform is enabling a new IPTV Google TV set-top box from service provider LG U+. The solution is the first of its kind and marks a new era of streamlined performance and entertainment content in the connected home.
- **[NETGEAR](#)** - The Marvell ARMADA 1500 Series SoC platform will power the NeoTV PRIME with Google TV from NETGEAR, Inc., a global networking company that delivers innovative products to consumers, businesses and service providers. By integrating high-performance Smart TV technology with NETGEAR's core competency in broadband switching, NeoTV PRIME with Google TV represents a shift on NETGEAR's account from pure networking to comprehensive, client-based products for immersive, connected-home entertainment.
- **[TCL](#)** - TCL is the first company to offer both a Google TV 3.0-enabled Smart TV and set-top box with Google TV powered by the Marvell ARMADA 1500 series SoC platform. 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 Remote Control Platform](#)** - Marvell is introducing an advanced remote control platform with

user-friendly voice search and gesture recognition for Smart TVs and Smart homes. Marvell's total solution complements its award-winning ARMADA 1500 series SoC platform for Google TV, Smart TVs and Smart furnishings.

Smart Connectivity Solutions

- **G.hn Wireline Deployments** – Marvell's award-winning and first-to-be-certified G.hn wireline technologies are being deployed with top manufacturers such as [COMTrend](#), [Cambridge Industries Group \(CIG\)](#), [Teleconnect](#) and [Woxter](#). Marvell is providing connectivity at 1 Gbit/s over any home wiring, including electrical wires, coaxial cables, twisted pair and optical fiber. Marvell will also showcase additional G.hn solutions from [Billion](#), [Delta Networks Inc.](#), [T&W](#) and [ZTE](#) at CES.
- **Marvell-enabled Virtual Desktop** – Marvell will showcase its new Marvell-enabled virtual desktop platform developed in tandem with ZeroDesktop, with new implementations by ODMs including CVT Electronics, MiTAC International Corp. and Wistron to bring a comprehensive range of cost-effective Android-based cloud services and computing products to existing and emerging markets. Marvell also will introduce a new Smart Hub home cloud platform enabling a low-power, always-on and complete form factor for home servers that fosters a new generation of remote services, including content access, smart energy management, health monitoring and personalized entertainment.
- **The Marvell mPrint Mobile Cloud Printing Module** – Marvell will demonstrate its new, low-cost USB plug-in that lets consumers add a broad range of wireless connectivity and mobile printing functionality to legacy printers, saving these models from obsolescence.
- **The Industry-first Avastar® 88W8864 802.11ac 4x4 Access Point** – Marvell's solution provides a threefold increase in Wi-Fi throughput and is designed to enable reliable, carrier-grade HD multi-stream video distribution over Wi-Fi networks. In addition, Marvell's all-new [88W8897 2x2 mobile MIMO](#) combines 802.11ac, near field communications (NFC), Miracast and Bluetooth 4.0 to ease the bandwidth burden brought about by the explosion of wireless devices in the home. Both solutions will be on display at CES.

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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