Marvell To Help A Panel Audience Design Their Own Consumer Products - Live! - At SXSW Interactive 2013

With the help of a panel of industry experts, attendees will learn invaluable lessons about what it takes to make a compelling product that can sell at a mainstream price

SANTA CLARA, Calif., March 7, 2013 /PRNewswire/ -- Marvell (NASDAQ: MRVL) today announced that Peter Hoddie, vice president of the Kinoma ® Platform at Marvell, will moderate a SXSW 2013 panel at which two brand new digital devices will be designed in real-time through an interactive collaboration between the audience and a group of dynamic and deeply-experienced industry experts.

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

"It'll be like *Shark Tank*, if the sharks were as helpful as the ones in *Finding Nemo* — in the course of a fast-paced, informative hour, we'll brainstorm a bunch of ideas for all kinds of connected devices, and then help walk the audience through the process of actually conceptualizing a couple of the best ones," said Peter Hoddie. "It's actually very thrilling to create a 'thing,' and we think the enthusiasm will be contagious."

Hoddie will lead a panel that includes digital design experts Morgan Knutson, product designer at Dropbox, and Stephen Spencer, visual designer at MAYA Design. The panel will keep the audience inspired and on track as Hoddie walks the audience through the design process — from product concepts, to hardware and software design, to form factor and industrial design considerations — all while gently reminding them of real-life constraints. The audience will be encouraged to contribute ideas and vote on what they would like to see included in the devices, allowing them to not only gain insight into the design process but to take an active role.

Event Details
Crowdsourcing Digital Device Design Panel

WHO:
Peter Hoddie, vice president of the Kinoma Platform, Marvell Semiconductor (moderator) For nearly a decade, Peter played a central role in defining, building, and promoting Apple's trailblazing QuickTime technology. He also founded Generic Media, which radically simplified both the publishing and viewing of digital media with the introduction of the world's first on-demand, real-time media transcoding server. In partnership with Sony, Peter's Generic Media also helped create the video technology for Palm handhelds, presaging a world of ubiquitous mobile video. Peter has made important contributions to several digital media standards, including MPEG-4, JPEG-2000 and SMIL.

Morgan Knutson, product designer, Dropbox
Morgan spent the majority of his career leading design for two radical, politically and socially motivated not-for-profits. After fighting the good fight for years, and feeling very fulfilled, he went to Google for six months where he redesigned Google+. As part of the Participatory Culture and Politics Foundations, Morgan designed open tools to contribute to a more collaborative world. Morgan is currently helping the Dropbox team design ways to make life easier.

Stephen Spencer, visual designer, MAYA Design
Involved in nearly every facet of MAYA Design's capabilities, Stephen is a versatile hands-on designer — from user interfaces in explosion-proof environments to mobile app development. He has worked with a diverse array of clients such as D&B, Emerson, General Dynamics, Gerber, Hunter Fan, Ingersoll Rand, Philips, Pepsi, Thermo Fisher Scientific and University of Pittsburgh. Stephen is also an instructor for LUMA Institute's human-centered design workshops, leads MAYA's innovation sessions domestically and abroad, and his recent IR&D work has resulted in tools for design thinking and collaboration that are used extensively throughout MAYA's and clients' offices.

WHAT:
This panel will explore the challenges of conceptualizing digital devices in a fun way. Rather than sit around and prognosticate on what makes products great or talk about the latest crop of cool gadgets, this interactive panel will come up with concepts for new digital devices in real-time. This panel will be an exciting way for attendees to gain insight into what it takes to come up with realistic, great product ideas.

WHEN:
Monday, March 11, 2013, 12:30 p.m.–1:30 p.m. CT

WHERE:
SXSW Interactive 2013, Next Stage EH 3/4, Austin Convention Center, 500 E Cesar Chavez Street, Austin, Texas

REGISTRATION: Click here to add this event to your schedule.
(http://schedule.sxsw.com/2013/events/event_OE02006)

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 the world's most 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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