

Lenovo Selects Marvell's Award-Winning ARMADA 1500 Series SoC Platform To Power Its Flagship Android Smart TVs

Marvell and Lenovo extend collaboration to launch a high-performance line of Smart TVs, powering an industry-leading smart experience with advanced voice search and cutting-edge gaming

SANTA CLARA, Calif., Aug. 7, 2013 /PRNewswire/ -- Marvell (Nasdaq: MRVL) today announced that its award-winning, best-in-class ARMADA® 1500 Series SoC platform (88DE3100) powers Lenovo's newly available 60-inch flagship Smart TV models, the K82 and K72. Marvell and Lenovo extend their collaboration to launch a high-performance line of Smart TVs, powering an industry-leading smart experience with advanced voice search and cutting-edge gaming.

(Photo: <http://photos.prnewswire.com/prnh/20130807/AQ60248>)

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

"I am very pleased to see the successful launch of the new Lenovo flagship Smart TVs. Marvell's world-class, innovative technologies and our close collaboration with Google and global OEM partners have delivered a breakthrough in bringing smart multimedia experiences to the big screen in our living rooms. I believe this is the beginning of the wide adoption of Smart TVs to the masses, similar to the movement that led to the global adoption of Android smartphones several years ago," said Weili Dai, President and Co-Founder of Marvell. "2013 has been a big year for Smart TVs. I am very thankful for the passion, dedication and contributions by the Lenovo and Marvell global engineering teams. Marvell is proud to be a leader in driving the 'Connected Lifestyle' vision to serve the world of consumers for better lives."

Leveraging Marvell's industry leading ARMADA 1500 platform, Lenovo's flagship K82 and K72 Smart TV models feature a super-slim design with an ultra-narrow bezel HD screen, while providing a better user experience with robust web browsing, access to a large store of customized Smart TV apps, support for 1080P video-on-demand, resume from break point, voice search capabilities, and a cutting-edge game controller.

The powerful, energy-efficient and award-winning Marvell ARMADA 1500 series, including the Marvell ARMADA 1500-mini ("[Marvell Unveils Game-Changing ARMADA 1500-mini Solution for Chromecast®](#)"), delivers game-changing benefits to the Lenovo K-Series line of 60-inch Smart TVs K82 and K72. Optimized for design and performance, its ARM-based dual-core CPU is designed to enable a PC-like processing power to support Web browsing with support for Flash and provide an unmatched multi-format video decode support, symmetric multi-processing for fast startup and loading times, as well as uncompromised performance for networked media applications. The ARMADA 1500 platform also 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.

"We are excited to collaborate once more with Marvell as we introduce our new line of K-Series Smart TVs to the China market," said Xiong Wen, General Manager of Digital Home Business Unit, Lenovo. "By working closely with Marvell to optimize our high-end K82 and K72 models, we are able to provide our customers with an entirely new level of performance along with advanced smart experience solutions supported by Marvell's powerful dual-core processor for a highly immersive digital living room experience. The new K-Series represents a tremendous opportunity to provide our customers with an even more superior Smart TV user experience than they've known from Lenovo to date, and we look forward to continuing our collaboration with Marvell as we work together to bringing Smart TV into the future."

Lenovo's latest line of high-end Smart TVs are now available for the China market.

About Lenovo

Lenovo (HKSE: 992) (ADR: LNVGY) is a U.S. \$34 billion personal technology company – the largest PC maker worldwide and an emerging PC Plus leader – serving customers in more than 160 countries. Dedicated to exceptionally engineered PCs and mobile internet devices, Lenovo's business is built on product innovation, a highly-efficient global supply chain and strong strategic execution. Formed by Lenovo Group's acquisition of the former IBM Personal Computing Division, the Company develops, manufactures and markets reliable, high-quality, secure and easy-to-use technology products and services. Its product lines include legendary Think-branded commercial PCs and Idea-branded consumer PCs, as well as servers, workstations, and a family of mobile internet devices, including tablets and smart phones. Lenovo, a global Fortune 500 company, has major research centers in Yamato, Japan; Beijing, Shanghai and Shenzhen, China; and Raleigh, North Carolina. For more information see www.lenovo.com.

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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For Further Information Contact: Marvell Media Relations

Holly Zheng	Kim Anderson
408-222-9202	Tel: 408-222-0950
hollyz@marvell.com	kimander@marvell.com

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