

## World-Leading Handset Maker Yulong Coolpad Launches New Android-Based TD-SCDMA And WCDMA Smartphones For China Mobile And China Unicom Powered By Marvell's Unified ARMADA Mobile Quad-Core Single-Chip Solution

**Yulong Coolpad's mid-high-end 5.5-inch full HD 8750, affordable 5-inch HD 8720Q and 4.5-inch 7269 are all powered by the advanced Marvell ARMADA Mobile PXA1088 single-chip solution**

SANTA CLARA, Calif., Aug. 19, 2013 /PRNewswire/ -- [Marvell](#) (NASDAQ: MRVL) today announced that world-leading handset maker Yulong Coolpad launched new Android-based Time Division Synchronous Code Division Multiple Access (TD-SCDMA) and Wideband Code Division Multiple Access (WCDMA) smartphones for China Mobile and China Unicom, with over a billion total subscribers, powered by the Marvell® ARMADA® Mobile unified quad-core single-chip solution. Yulong Coolpad's newest smartphones – the latest of a growing list of mobile devices powered by Marvell's ARMADA Mobile unified 3G and LTE platform-feature the ARMADA Mobile PXA1088 quad-core single-chip solution. Yulong Coolpad's mid-high-end 5.5-inch full HD 8750, affordable 5-inch HD 8720Q and 4.5-inch 7269 are designed to provide cost-effective, high-performance mobile computing with cutting-edge graphics and gaming capabilities.

(Photo: <http://photos.prnewswire.com/prnh/20130819/AQ65774>)

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

"I am very pleased to see the powerful launch of Yulong Coolpad's new advanced smartphones for both China Mobile and China Unicom. I believe Marvell's innovation and technology leadership are the foundation in delivering high performance and affordable smartphones, from 'flagship' to 'mainstream' models, with a great user experience that benefits over a billion consumers in China," said Weili Dai, President and Co-Founder of Marvell. "The successful launch of the Yulong Coolpad smartphones demonstrates the wide adoption of Marvell's industry-leading, quad-core PXA1088 unified platform solution for the global mass market, including China. Now expanding from the success of the worldmode PXA1088 3G to PXA1088 LTE, I believe our global customers will benefit from the same unified platform for easy and seamless migration and fast time to market. I am very proud of the successful collaboration and partnership between the Yulong Coolpad and Marvell teams and very thankful for their dedication to delivering innovative solutions for the masses."

The highly integrated and power efficient PXA1088 System-on-Chip (SoC) combines a quad-core ARM Cortex-A7 application processor with field-proven 3G cellular modems — including High Speed Packet Access Plus (HSPA+), Time Division High Speed Packet Access Plus (TD-HSPA+) and Enhanced Data for GSM Environment (EDGE) — and Marvell's cutting-edge Avastar® 88W8787 dual-band wireless solution, as well as its L1000 GPS Hybrid Location Processor.

"As a device manufacturer, it's important that our smart-phones not only include the premier features and applications that consumers crave, but also global mobility for all of our customers. Marvell's ongoing contributions and continued execution in delivering technology solutions that enable seamless connectivity in China and around the world makes the company an excellent partner for our smartphones," said Su Jin, Vice President, Mobile Internet of Yulong Coolpad. "We greatly value Marvell's collaboration and expertise and we look forward to future projects together."

Features of the new Yulong Coolpads include:

### *Coolpad 8750*

- TD-SCDMA
- Screen: 5.5 inch FHD 1920x1080
- OGS Full-Lamination Technology
- Memory: 16GB ROM + 1GB RAM
- Battery: 2500 mAh
- Camera: 8MP AF + 2MP
- System: Android 4.2

### *Coolpad 8720Q*

- TD-SCDMA
- Screen: 5.0 inch HD IPS, 1280x720
- OGS Full-Lamination Technology

- Memory: 4GB ROM + 1GB RAM
- Battery: 2000 mAh
- Camera: 5MP AF + 0.3MP
- System: Android 4.2

#### *Coolpad 7269*

- WCDMA
- Screen: 4.5-inch 854x480
- Memory: 4G ROM + 512M RAM
- Battery: 1700 mAh
- Camera: 5 megapixel
- System: Android 4.2
- 21 Mbps High-Speed Downlink Packet Access; 5.76 Mbps High-Speed Uplink Packet Access (HSUPA)
- Dual SIM cards dual standby (WCDMA+GSM)

#### **About the ARMADA Mobile Unified 3G and LTE Platform**

As part of Marvell's unified mobile 3G and LTE platform family, the ARMADA Mobile PXA1088 single-chip solution incorporates a high-performance, low power 1.2GHz quad-core ARM Cortex-A7 with Marvell's mature and proven WCDMA and TD-SCDMA modem technology to provide a robust 3G platform for both smartphones and tablets. The Marvell PXA1088 platform is designed to deliver high-performance computing with industry-leading graphics capabilities enabling a breakthrough end user experience for multimedia and gaming applications with universal connectivity. Marvell's complete mobile platform solution supports the latest Avastar WLAN + Bluetooth + FM single-chip SoC family, the GNSS Hybrid Location Processor, and integrated power management and audio codec solutions.

Marvell's unified mobile platform, including the PXA986, PXA988, PXA1088 and PXA1088 LTE, provides a direct upgrade from dual-core to quad-core and an easy upgrade path to from both TD-SCDMA and WCDMA to LTE.

For more information about the Marvell ARMADA PXA1088, please visit <http://www.marvell.com/communication-processors/pxa1088/>.

#### **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.

As used in this release, the term "Marvell" refers to Marvell Technology Group Ltd. and its subsidiaries. For more information, please visit [www.Marvell.com](http://www.Marvell.com).

Marvell, ARMADA, Avastar and the M logo are registered trademarks of Marvell and/or its affiliates. Other names and brands may be claimed as the property of others.

#### **For Further Information Contact: Marvell Media Relations**

Holly Zheng                      Kim Anderson  
408-222-9202                      Tel: 408-222-0950  
[hollyz@marvell.com](mailto:hollyz@marvell.com)    [kimander@marvell.com](mailto:kimander@marvell.com)

SOURCE Marvell Semiconductor, Inc.

---

Additional assets available online: [Photos \(1\)](#)

<https://investor.marvell.com/2013-08-19-World-leading-Handset-Maker-Yulong-Coolpad-Launches-New-Android-based-TD-SCDMA-and-WCDMA-Smartphones-for-China-Mobile-and-China-Unicom-Powered-by-Marvells-Unified-ARMADA-Mobile-Quad-core-Single-chip-Solution>