

# Marvell Unveils The ARMADA 1500 Plus From Its Award-Winning SoC Platform Family To Power Newest Hisense TV Products With The Next Generation Of Google Services For Smart TVs

## **Marvell and Hisense partner to deliver ARMADA 1500 Plus based platforms - The H6 Smart TV and Pulse Pro Set-top-box**

SANTA CLARA, Calif., Dec. 4, 2013 /[PRNewswire](#)/ -- Continuing its leadership in the Smart Home ecosystems powered by Android, [Marvell](#) (NASDAQ: MRVL) today announced a much-anticipated Full HD media processor, the ARMADA® 1500 Plus (88DE3108) system-on-chip (SoC) platform, designed for a vast array of smart video products based on Android JellyBean 4.2.2. As expectations grow for next-generation Smart Home devices, the features of the new ARMADA 1500 Plus are delivering on the promise of a truly connected lifestyle. For retail OEM TV and box suppliers in the Smart TV ecosystem, the new ARMADA 1500 Plus provides greater and simplified capability for product differentiation. Additionally, the ARMADA 1500 Plus with its enhanced security engine enables service providers the confidence to deploy Smart TVs with Google services with greater content protection.

(Photo: <http://photos.prnewswire.com/prnh/20131204/SF27433>)

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

"I believe this is the beginning of the new era of Smart TV, high quality multi-screen experience on a global scale to the masses. I am very pleased to see the leadership of Google and the progress and effort in achieving this major milestone for the development of Smart TVs with Google services. Marvell is proud to team up with Google and ecosystem partners in driving the latest version of Smart TV," said Weili Dai, President and Co-Founder of Marvell. "Today, the level of smartness of the mobile devices can now be experienced on the big screen at home. Our mission and passion are to lead this great innovation and technology for the digital lifestyle to make the world a better place through high-performance and affordable solutions to better peoples' lives."

"Working closely with Marvell has been a key part of bringing Google services to consumers through TV. We look forward to Marvell partners like Hisense launching new devices with Google services built-in," said Vincent Dureau, Head of TV Technology, Google.

"Hisense has been working closely with Marvell and Google to offer a full line of Smart TV products to consumers with Google services for TV powered by Marvell's ARMADA 1500 Plus," said Charlie Wang, Executive Vice President of Hisense. "We are excited to launch our next generation of product through worldwide channels, starting with the US in December 2013. The ARMADA 1500 Plus platform enables us to further differentiate our newest products and offer an even more powerful and immersive Smart TV experience for today's connected home."

The award-winning family of ARMADA 1500 Plus offers significantly improved graphics performance due to its OpenGL ES 2.0 compatible graphics engine, while real-time 1080p video encode capabilities allow the platform to function as a multi-screen source device, enabling an optimal viewing experience for consumers. Additionally, the ARMADA 1500 Plus incorporates an enhanced security engine that further facilitates more seamless adoption by service operators as well as its award-winning Qdeo® video processing for state-of-the-art HD and 3-D video for an immersive entertainment experience. The SoC has integrated HDMI receiver and Gigabit Ethernet, enabling a broad range of low cost form factors that makes the ARMADA 1500 Plus ideal for small set-top-boxes, over-the-top media players, hybrid set-top boxes, and Smart TVs at mass-market price points.

For more information about ARMADA 1500 Plus, please visit <http://www.marvell.com/digital-entertainment/>

### **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).

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### **About Hisense USA Corporation**

Established in 2001, Hisense USA Corporation is a wholly owned subsidiary of the Hisense Company Ltd., headquartered in Qingdao, China.

Hisense USA offers a broad range of technology driven consumer electronics products that are manufactured and distributed across North American, including televisions, refrigerators, air-conditioners, dehumidifiers, beverage coolers and freezers. Hisense USA sells into national retailers across North America, including Walmart, [Sams.com](http://Sams.com), hhgregg, Canadian Tire and more. Hisense USA has established R&D centers in Atlanta, Georgia, San Jose, California to enable localized product development and innovation.

Hisense Company Ltd. has production facilities in China, South Africa, Algeria, Egypt as well as Mexico and is one of the largest television manufacturers in the world with over 10 million televisions produced per year. The Company has sales offices in North America, Europe, Australia, South Africa, the Middle East and Asia while exporting products to over 130 countries and regions throughout the world.

For additional information, please visit our Web site at [www.hisense-usa.com](http://www.hisense-usa.com).

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