

Marvell's Industry Leading ARMADA Mobile 4G LTE Quad-Core Based System-On-Chip Solution Enables Yulong Coolpad's 1,000RMB TD-LTE Smartphones For China Mobile

The Coolpad 8720L mass market 4G LTE smartphones powered by Marvell's high-performance and cost-effective PXA1088LTE System-on-Chip further accelerate the adoption of 4G LTE in China

SANTA CLARA, Calif. , Jan. 2, 2014 /PRNewswire/ -- [Marvell](http://investor.marvell.com) (Nasdaq: MRVL) today announced its continued worldwide leadership in 4G LTE with China's leading mobile brand, Yulong Coolpad's 1,000RMB TD-LTE smartphones for China Mobile, based on Marvell's ARMADA® Mobile solutions. The Coolpad 8720L mass market 4G LTE smartphones powered by Marvell's high-performance and cost-effective PXA1088LTE System-on-Chip further accelerate the adoption of 4G LTE in China. The Coolpad 8720L smartphone features Marvell's PXA1088LTE quad-core solution which supports Time-Division Long-Term Evolution (TD-LTE), Time Division Synchronous Code Division Multiple Access (TD-SCDMA) and Global System for Mobile (GSM), for the fast growing 4G LTE market in China.

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

"I am very pleased to see the launch of Yulong Coolpad's 1,000RMB high-performance mass market smartphones for China Mobile. This significant milestone represents what I believe for 2014 as the big year for 4G LTE mass deployment in China and around the world." said Weili Dai, President and Co-Founder of Marvell. "I am very thankful for our ecosystem partners, China Mobile and Yulong Coolpad, for their close collaboration with Marvell during the development of the first 1,000RMB high-performance and mass market TD-LTE smartphones. I am very proud of our global engineering teams for their passion, innovation, dedication and contribution to 4G LTE technology. Our mission is to lead this great technology for the 'Connected Digital Lifestyle' to make the world a better place through high-performance and affordable solutions to better peoples' lives."

Yulong Coolpad is now the top device manufacturer in China's smartphone market. The Coolpad 8720L is the industry's first 1,000RMB 4G LTE phone for China Mobile, powered by Marvell's PXA1088LTE quad-core based single-chip System-on-Chip (SoC) solution. The Coolpad 8720L is targeting cost-effective 4G LTE smartphones for the mainstream consumers worldwide. Being the first to market, the Coolpad 8720L will stand as a benchmark for the 4G quad-core smartphone growth in China – a key directive of Marvell and its leadership in China. Marvell was chosen to power Yulong Coolpad's devices because of Marvell's strong position in enabling seamless 4G LTE connectivity in both established and emerging regions around the globe.

"As a global leading OEM in 4G LTE, Yulong Coolpad strives to be the No.1 domestic brand in China's 4G LTE market. We are thankful for Marvell's industry-leading LTE solutions, and we are proud to work with China Mobile and Marvell to launch the first high-performance and mass market 1,000RMB 4G LTE smartphone for over 1 billion consumer base in China. We believe that the development of the TD-LTE industry needs the concerted effort of the entire mobile ecosystem and we look forward to continuing our successful collaboration with Marvell in the future." said Mr. Deying Guo, the Founder & Chairman of Yulong Coolpad.

The key features of Coolpad 8720L include:

- 5.0" 720p HD high resolution display
- 5MP main camera and 2.0 MP front camera
- 4GB EMMC storage and 1GB LPDDR2 memory
- 2,000mAh high capacity battery
- TD-LTE, TD-SCDMA, GSM/GPRS/EDGE multi-modes

About the Marvell ARMADA Mobile PXA1088 LTE :

The **Marvell PXA1088LTE** combines Marvell's leading silicon and cellular modem expertise to enable the design of high-performance, low-power smartphone and tablet devices that can be used and supported with configurations for TDD-LTE (Time Division Duplex Long Term Evolution), FDD-LTE (Frequency Division Duplex Long Term Evolution), TD-SCDMA (Time Division Synchronous Code Division Multiple Access), WCDMA (Wideband Code Division Multiple Access) and EGPRS (Enhanced GPRS). This multimode LTE chipset supports next generation LTE standards with Category 4 throughputs of up to 150 Mbps DL (Down Link) and 50 Mbps UL (Up Link) and Release 8 TD-SCDMA HSPA+. It integrates all of 2G, 3G and 4G mobile broadband modem technologies on a single chip, fully backward compatible with current China TD-SCDMA network and supporting the next generation TDD/FDD network. With the performance of a quad-core ARM Cortex-A7 application

processor, PXA1088LTE incorporates high performance graphics together with advanced Avastar® wireless connectivity, including WLAN + Bluetooth 4.0 + FM single-chip SoC, the L2000 GNSS Hybrid Location Processor, an integrated power management unit with audio codec IC, and 88RF858 high-performance multimode LTE transceiver to keep a flexible RF circuit design on the complete mobile platform.

Marvell will be demonstrating its mobile LTE solutions at CES 2014 in Marvell's booth in the Venetian Hotel, Level 3 (Murano No. 3304). CES is being held in Las Vegas, NV at the Las Vegas Convention and World Trade Center and the Venetian Hotel on Jan. 7 - 10, 2014.

To learn more about the Coolpad 8720L please visit <http://www.coolpad.cn>

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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