

Leading Global Mobile OEM, Yulong Coolpad, Launches Its New Flagship TD-LTE Smartphone For China Mobile Featuring Marvell's ARMADA Mobile Multi-Mode 4G LTE Solution

Featuring the ARMADA Mobile PXA1802 with dual radio and seamless global roaming capabilities, the Yulong Coolpad MagView 8970L is the latest addition to the fast growing 4G LTE smartphone models powered by Marvell's industry leading 4G LTE solutions

SANTA CLARA, Calif. and LAS VEGAS, Jan. 6, 2014 /PRNewswire/ -- [Marvell](#) (Nasdaq: MRVL) today announced that leading global mobile OEM, Yulong, launches its new flagship TD-LTE smartphone Coolpad MagView 8970L for China Mobile featuring Marvell's ARMADA® Mobile multi-mode 4G LTE solution. Featuring the ARMADA Mobile PXA1802 with dual radio and seamless global roaming capabilities, the Coolpad MagView 8970L is the latest addition to the fast growing 4G LTE smartphone models powered by Marvell's industry leading 4G LTE solutions. The ARMADA Mobile PXA1802 multi-mode modem supports Enhanced Data for the GSM Environment (EDGE), Time Division Synchronous Code Division Multiple Access (TD-SCDMA), Wideband Code Division Multiple Access (WCDMA), Frequency Division Duplex-Long Term Evolution (FDD-LTE) and Time Division Duplex-Long Term Evolution (TDD-LTE) air interfaces. The Coolpad 8970L features dual radio and world phone capability to support international 3G roaming.

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

Previously, Marvell announced the launch of Yulong's [Coolpad 8720L](#) smartphone for the mass market.

"I am very pleased to see the launch of the new high performance Yulong Coolpad smartphone for China's rapidly expanding TD-LTE market, propelled by the recent spectrum licenses issued by the Chinese government. From the recent announcement of their mass market smartphone to this flagship model, Yulong has established itself as a global leader in the 4G LTE industry," said Weili Dai, President and Co-Founder of Marvell. "To meet today's consumer demand for high-quality live content, it is critical for the Smart devices to be equipped with a high-quality, reliable, secure and high performance 4G LTE connectivity. I am very proud of Marvell's continued collaboration with the world's leading mobile operators and device OEMs in bringing the most innovative products to the consumers around the world."

Yulong is now the top device manufacturer in China's smartphone market with the Coolpad 8970L, being the first LTE smartphone in their Coolpad MagView, Yulong's high-end series. With a 5.9-inch Full HD screen, the Coolpad 8970L targets consumers wanting a 4G LTE premium smartphone experience in China and global 3G roaming world phone capabilities. Marvell's PXA1802 multimode modem was chosen for the Yulong Coolpad 8970L because of Marvell's long heritage in enabling seamless 4G LTE connectivity in both established and emerging regions around the globe with its field proven 3G including WCDMA/TD-SCDMA/HSPA+ and the latest 4G LTE technologies for the wireless broadband access.

"As a global leading OEM in China, Yulong 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 flagship 4G LTE Coolpad 8970L smartphone based on dual Marvell PXA1802 multimode modems, providing customers with powerful performance and global 3G roaming capability. It is like a twin-turbo attached to the powerful engine to boost the 4G TD-LTE industry that's taking off in China. In the 4G LTE era, Yulong will launch a full range of 4G LTE products, from entry-level to high-end devices and Marvell's comprehensive 4G LTE solutions can meet the needs of our different product positioning. 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 Zhang Guangqiang, Vice President of Yulong Coolpad.

The key features of Yulong Coolpad 8970L include:

- 5.9-inch Full-High-Definition (FHD) display
- 13MP main camera and 2MP front camera
- 16GB EMMC storage and 2GB LPDDR3 memory
- TD-LTE, TD-SCDMA, WCDMA, GSM four-modes
- Dual-radio to support concurrent data plus voice communication with global roaming.

About the Marvell PXA1802 Modem :

The **Marvell PXA1802** 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, FDD-LTE , TD-SCDMA , WCDMA and EGPRS (Enhanced GPRS). This multimode LTE modem chipset supports the latest 3GPP LTE Release 9 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 WCDMA and TD-SCDMA networks and supporting the TDD/FDD 4G LTE network, as well as Marvell's 88RF858 high-performance multimode LTE transceiver to keep a flexible RF circuit design.

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 Yulong Coolpad 8970L please visit: 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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