

## Marvell Showcases End-To-End Connected Digital Lifestyle Solutions At CES 2014 By Enabling Google Chromecast, Smart TV With Google Services And New Mobile Devices To Accelerate Mass Market Adoption Of 4G LTE Worldwide

**Marvell delivers a comprehensive suite of smart devices with global tier-one manufacturers including industry leading 4G LTE smartphones, Smart TV, cloud infrastructure, wireless and wireline connectivity, as well as previews its new Kinoma application platform advancing company's Internet of Things (IoT) offerings**

SANTA CLARA, Calif. and LAS VEGAS, Jan. 7, 2014 [/PRNewswire/](#) -- [Marvell](#) (NASDAQ: MRVL), a worldwide leader in integrated silicon solutions, today introduced its industry-leading, complete suite of silicon and software platform solutions to enhance the lifestyles of consumers worldwide at the 2014 Consumer Electronics Show (CES), being held this week in Las Vegas. As one of the industry's most innovative silicon design companies, Marvell also will showcase its comprehensive suite of end-to-end solutions including 4G LTE, Smart TV, cloud infrastructure and [the new Kinoma® application platform](#) for today's Digital Connected Lifestyle.

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

"After years of our great innovation and dedicated effort in driving the 'Digital Connected Lifestyle' I am very pleased with Marvell's leadership in enabling top global OEMs, ODMs, service providers, operators and other ecosystem partners with many creative and successful products such as Google Chromecast and in empowering billions of consumers around the world with our end-to-end silicon and software platform solutions ranging from mobile communication to storage, cloud infrastructure, digital entertainment and now the Internet of Things (IoT)," said Weili Dai, President and Co-Founder of Marvell. "As technology becomes an integral part of our daily life and lifestyle, I believe devices of all types - from high performance smartphones to power efficient IoT devices with vastly different screen size and form factor across different operating systems - need to be seamlessly connected with great ease of use. This is exactly the unique and differentiated capability of our highly scalable and advanced Kinoma software platform and technology. We are as committed as ever in continuing our dedication and innovation to better the lives of all consumers and to make the world a better place for all."

Marvell will be demonstrating its mobile connectivity and Connected Digital Lifestyle solutions at CES 2014 in Marvell's booth in the Venetian Hotel, Level 3 (Murano No. 3304), including:

### **Industry Leading 4GLTE Solutions Empowering a Wide Variety of Smart Devices from Flagship and 1000RMB Mass Market Smartphones to Mobile Hotspots**

- **Enabling Yulong's 1,000RMB TD-LTE Smartphones for China Mobile** - China's leading mobile brand, Yulong's 1,000RMB TD-LTE smartphone for China Mobile is based on Marvell's ARMADA® Mobile solutions. The Coolpad 8720L mass market 4G LTE smartphone, powered by Marvell's high-performance and cost-effective PXA1088LTE System-on-Chip (SoC), further accelerate the adoption of 4G LTE in China. Marvell's PXA1088LTE quad-core solution supports Time-Division Long-Term Evolution (TD-LTE), Time Division Synchronous Code Division Multiple Access (TD-SCDMA), Wideband Code Division Multiple Access (WCDMA), Enhanced Data for the GSM Environment (EDGE) and Global System for Mobile (GSM) for the fast growing 4G LTE market in China.
- **Powering China Mobile's 4G LTE Mobile Hotspot** - China Mobile launches its self-branded 4G LTE mobile hotspot powered by Marvell's ARMADA Mobile PXA1802 multimode 4G LTE platform. The China Mobile CM408 4G LTE mobile hotspot enables mobile broadband connectivity to laptop computers, tablets and legacy handsets through China Mobile's ever expanding LTE network. China Mobile, the world's largest mobile operator with more than 760 million mobile subscribers, selected Marvell's PXA1802 because of its superior performance.
- **ARMADA Mobile PXA1802 Powers ZTE's Grand Memo Flagship Smartphone in Achieving China Mobile TD-LTE Certification** - ZTE's Grand Memo flagship smartphone achieves China Mobile TD-LTE certification with Marvell's industry leading 4G LTE solution included in the device. Marvell's ARMADA Mobile PXA1802 4G LTE modem enables ZTE's first premium smartphone certified on the China Mobile TD-LTE network. As one of the first 4G smartphones to receive China's TD-LTE mobile phone network access license and to pass China Mobile's CMCC OT tests, the ZTE U9815 demonstrates the advantages of Marvell solutions in TD-LTE and its cooperation with ZTE.
- **Featured in Yulong Launch of its New Coolpad Flagship TD-LTE Smartphone for China Mobile** -

Yulong launches its new Coolpad flagship TD-LTE smartphone for China Mobile featuring Marvell's ARMADA Mobile multimode 4G LTE solution. The Coolpad MagView 8970L features the ARMADA Mobile PXA1802 with dual radio and seamless global roaming capabilities. The Coolpad MagView 8970L also features dual radio and world phone capability to support international 3G roaming.

### **New Additions to Marvell's Award-Winning ARMADA 1500 Product Family Extends Google Chromecast, Time Magazine's Top Gadget of 2013 , and Other Successes to Next Generation of Smart Home Devices**

- **Marvell ARMADA 1500 PRO** - The newest edition to the award-winning ARMADA 1500 SoC family and quadrupling the performance, the ARMADA 1500 PRO (88DE3114) is a quad-core platform optimized to support Google services for Smart TV and complete IP-hybrid service security from Verimatrix. The high performing multi-core ARM CPU platform is powering a highly immersive, innovative, and secure High Definition digital experience in the consumer's living room and across multiple screens, driving the convergence of digital entertainment and gaming applications and paving the way for the next-generation of Smart Home devices. Marvell will showcase how global OEMs such [Skyworth](#) are integrating the ARMADA 1500 Plus to deliver a vast array of immersive consumer entertainment experiences at mass-market price points at CES.
- **Marvell ARMADA 1500 Plus** - The ARMADA 1500 Plus (88DE3108) supports Google services for Smart TV and offers significantly improved graphics performance, real-time 1080p video encode capabilities, Gigabit Ethernet connectivity as well as an enhanced security engine that further facilitates more seamless adoption by service operators. Ideal for set-top-boxes, over-the-top media players, hybrid set-top boxes and Smart TVs.
- **Marvell ZigBee Remote Control Platform** - The new ZigBee Remote Control Platform provides a rich remote control solution set that includes voice search and gesture recognition, Internet-based multimedia search and discovery capabilities, support for the latest in cloud gaming, and more. Continuing its dedication to driving the Connected Digital Lifestyle, this new platform incorporates the highly integrated 88MZ100 ZigBee/RF4CE SoC for the Smart home and completes Marvell's remote control portfolio supporting both ZigBee/RF4CE and Bluetooth connectivity standards, preferred by set-top box and TV manufacturers respectively.

### **Smart Connectivity Solutions**

- **Marvell G.hn Wireline Deployments** - Marvell's award-winning and first-to-be-certified G.hn wireline technologies will be on display at CES, and are now being deployed with top manufacturers such as Blu-Castle and Netwave. Marvell is providing connectivity at 1 Gbit/s over any home wiring, including electrical wires, coaxial cables, twisted pair and optical fiber for the delivery of Ultra HD content to Smart TVs and other digital lifestyle devices.

### **Advancing the Company's IoT offerings with New Kinoma Platform**

- **Marvell Demos New Application Platform and Home Media Streaming App, Kinoma Connect** - Marvell previews its Kinoma open source software platform for connected, high-performance consumer electronics and (IoT) products. Leveraging the Kinoma platform, developers easily can move between a compact native runtime written in C and an application layer in JavaScript, with code that's easier to test, maintain and evolve.

### **Continued Wireless Leadership**

- **Marvell Launches Best-In-Class 802.11ac 1x1 Wireless Combo Solution with Industry's Highest Level of Integration for New Generation of Mobile Applications** - The Marvell Avastar® 88W8887 expands Marvell's rich 802.11ac product portfolio providing a high-performance, low-power solution. This highly integrated quad-radio wireless connectivity solution enables 802.11ac 1x1 Very High Throughput (VHT), Wireless Local Area Network (WLAN), Bluetooth 4.1 (BT), Near Field Communications (NFC) and FM Receiver in a single-chip for smartphones, tablets and other wirelessly connected devices. The Avastar 88W8887 also incorporates Power Amplifier (PA), Low Noise Amplifier (LNA) and RF switch, providing the industry's highest level of RF front end integration which allows for a cost-efficient solution with a significantly smaller footprint and reduced design complexity compared to existing available solution.

### **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

Tel: 408-222-9202

[hollyz@marvell.com](mailto:hollyz@marvell.com)

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