

## Marvell Joins Forces With SK Broadband To Deploy Smart IPTV Set-Top Box "B TV Smart" With Google Services In The Korean Market

**Powered by Marvell's innovative ARMADA 1500 Plus Platform, Korean Telecommunications company SK Broadband introduce B TV Smart IPTV set-top box**

SANTA CLARA, Calif., Jan. 15, 2014 [/PRNewswire/](#) -- Expanding its leadership in the Smart Home ecosystem, [Marvell](#) (NASDAQ: MRVL) today announced a collaboration with SK Broadband, who has launched B TV Smart, an IPTV set-top-box with Google services in the Korean market. B TV Smart is powered by Marvell's ARMADA® 1500 Plus (88DE3108) system-on-chip (SoC) platform, a revolutionary Full HD media processor designed for a vast array of Smart video products. By leveraging the new ARMADA 1500 Plus, SK Broadband, one of the largest providers of broadband Internet access in South Korea, delivers a fully immersive, truly connected experience to its customers.

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

"We are excited to collaborate with SK Broadband, an innovative telecom company in the Korean market, as the company introduces Smart TV with Google services to its customer base," said Winston Chen, Vice President of the Smart Home Business Unit at Marvell. "Consumers around the globe want to embrace the Connected Digital Lifestyle through high-performance and affordable solutions, and that is what SK Broadband is working to deliver. Marvell's new ARMADA 1500 Plus is enabling SK Broadband to usher in a new era of Smart TV and deliver on the promise of a truly digital lifestyle."

"SK Broadband is thrilled to work hand-in-hand with Marvell to launch new offerings with Google services built in," said In-Chan Lee, Vice President of Marketing at SKBB. "The ARMADA 1500 Plus platform further separates us from the competition, and allows us to offer our consumers the most powerful and immersive Smart TV experience for today's connected home."

The ARMADA 1500 Plus is the newest edition to the award-winning ARMADA 1500 SoC family, offering 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.

To learn more about ARMADA 1500 Plus please visit <http://www.marvell.com/digital-entertainment/armada-1500-plus/>

### About SK Broadband

SK Broadband is Korea's second largest fixed-line telephone and Internet carrier. The company provides traditional phone service and broadband connections to residential and business customers throughout the country. SK Broadband also offers leased line and network security services for businesses. Other operations include Internet television and video-on-demand programming.

### 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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