

Marvell Delivers End-To-End Complete Mobile Solutions By Introducing Industry Leading SSD-Class EMMC Controller For The Fast Growing Mobile Storage Market

The Marvell 88NV1088 eMMC 5.0 NAND Flash controller supports HS400 high data transfer speed and high capacity point with high reliability and ultra-high performance, very low latency and efficient power consumption

SANTA CLARA, Calif., Feb. 18, 2014 /PRNewswire/ -- [Marvell](#) (NASDAQ: MRVL), a worldwide leader in integrated silicon solutions, today announced the launch of its industry leading SSD-Class eMMC Controller for the fast growing mobile storage market, the new 88NV1088 5.0 NAND Flash controller. It supports HS400 high data transfer speed and high capacity point with high reliability and ultra high performance, very low latency and efficient power consumption. With this new controller, Marvell is extending its leadership in proven SSD controller technologies for enterprise in client market with mobile storage offering, fueling the rise of fast-growing Mobile and Internet of Things (IoT) technologies. As smartphone and tablet demands rise, the eMMC interface for storage devices has become the de-facto standard. Marvell's new high-performance eMMC 5.0 controller offers many breakthrough features that will fulfill consumers need for faster and richer user experiences.

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

"As inventors of many storage technologies, I am very proud of our leadership and contribution to the industry. I am thrilled to see our dedicated and innovative engineering teams continue to drive advanced SSD controller technology and raise the bar for the fast growing mobile storage market," said Weili Dai, President and Co-Founder of Marvell. "Combined with our industry leading 4G LTE mobile platforms, our differentiated [Kinoma software](#), and mobile printing, this new eMMC mobile storage technology extends our leadership in providing end-to-end solutions to the mobile ecosystem and advance our 'Smart Life and Smart Lifestyle' vision and leadership. It is our great passion and pride to better people's lives through innovation."

In particular, the 88NV1088 controller addresses many of the current challenges in mobile storage and promises to significantly advance that market. Next-generation mobile storage requires more than a simple micro-controller-based device. The 88NV1088's proven SSD-class controller technologies fulfill the needs of modern smartphones by replacing legacy micro-storage devices and increasing storage endurance and reliability. Marvell's controller also enables a rich multimedia experience due to its advanced performance capabilities.

In addition to the higher number of CPU's in current mobile phones, larger screen and resolution, improved graphics, advanced wireless bands and new peripherals need advanced mobile storage with much higher IO access to support richer media and multiple applications usage. The 88NV1088 controller pumps up 280MB/s read speed and delivers 5k+ random IOPS. The new competitively priced eMMC controller has improved data transfer rates, lower latency and efficient power consumption while supporting a high capacity point. The high performing eMMC mobile storage along with enhanced user experience, ends up increasing reliability/endurance and save power and battery life. The eMMC controller is currently sampling and will be available in the first half of 2014.

Marvell at Mobile World Congress

The eMMC controller will be demonstrated at Marvell's booth at Mobile World Congress 2014, being held Feb. 24 - 27, at Fira Gran Via in Barcelona. To see demonstrations and learn more, show attendees and media can visit the Marvell booth, located in Hall 8.1, Stand No. CC8.13.

About Marvell

Marvell (NASDAQ: MRVL) is a global leader in providing complete silicon solutions and Kinoma software enabling the "Smart Life and Smart 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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