

Marvell Unveils Game Changing G.Now Technology Providing Fiber-To-The-Home (FTTH) Class Gigabit Broadband Services For The "Smart Life And Smart Lifestyle"

Marvell launches G.now technology based on G.hn as an upgrade to VDSL2 over existing phone wiring

BARCELONA, Spain and SANTA CLARA, Calif., Feb 24, 2014 /PRNewswire/ -- [Marvell](#) (Nasdaq: MRVL), a worldwide leader in integrated silicon solutions, today unveiled a game-changing G.now™ technology as an extension of Marvell's [award-winning](#) HomeGrid Forum-certified family of G.hn chipsets to provide FTTH class Gigabit broadband access to multi-dwelling unit (MDU) buildings over existing phone wiring. [Marvell drives "Smart Life and Smart Lifestyle" total solutions at Mobile World Congress 2014](#) with end-to-end silicon technologies and its unique [Kinoma®](#) software capability.

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

"Since the founding of our company, Marvell has been leading the industry in bringing the most innovative technologies to the global market. I am very excited to see that with yet another game changing technology G.now, we are enabling global service providers to offer very fast broadband services in leveraging existing infrastructure therefore minimize the cost and achieve fast time to market. I believe this will quickly enable many homes and consumers around the world to enjoy seamless delivery of high quality live content from the cloud at any time for their everyday 'Smart Life and Smart Lifestyle'," said Weili Dai, President and Co-Founder of Marvell. "Together with our industry leading mobile, cloud infrastructure, storage, Internet of Things technologies and our Kinoma software, I am very proud that Marvell is able to lead the pack in delivering high performance and most reliable and secure end-to-end solution for the 'Smart Life and Smart Lifestyle.' It is our passion to closely collaborate with global operators, service providers, internet companies, OEMs, ODMs and other ecosystem partners to bring the benefits of technology to the masses of consumers around the world for better lives."

Since its debut in 2011 with the Best Electronic Design Award, Marvell's G.hn silicon has attracted the view of telcos globally and successfully conducted several Service Providers trials for optimizing the performance of today's Connected Smart Home. With governments pushing for Gigabit speeds in all countries, Marvell has continuously dedicated many engineering efforts to lead further innovations and is now ready for the next challenge. The Marvell G.now solution is an extension of G.hn networking technology for the broadband access and enlarges the scope of the ITU-T G.hn to meet the market requirements.

Based on TDD architecture (Time Division Duplexing) and increased spectrum up to 100 MHz OFDM, Marvell G.now is G.hn technology applied for wireline broadband access networks, as an upgrade to VDSL2. Enabling unmatched connectivity at up to 1 Gbit/s PHY rate over existing copper wiring and much higher data rate (over 500Mbps) than legacy VDSL systems (only 100 Mbps), G.now is poised to take on the leadership of the broadband access services for the last mile.

Expected to allow for lower cost roll-out and easier deployment than FTTH, Marvell G.now is already being trialed in Asia by telcos looking to provide the most powerful access services to their users at competitive price and still be able to reuse their most valuable asset, the existing copper infrastructure. Pioneering the world first G.now solution, Marvell reinforces its commitment to the broadband access market evolution and to service providers' requirements of supporting future-proof bandwidth intensive applications such UHD 4K video streaming.

Marvell G.now is elegantly complementing Marvell's leadership in the fiber-to-the-home (FTTH) space, with its recently announced Marvell AVANTA® LP System-on-Chip (SoC) family, based on ARM Cortex-A9 architecture and meeting the latest requirements for modern, high-speed Internet networks. The AVANTA LP product line addresses the fast-growing demand for optical network terminals (ONT) by presenting a highly integrated and power-efficient solution to expand the successful AVANTA family of Universal Passive Optical Networks (UPON) processors for fiber-to-the-x (FTTX) broadband applications. Marvell customers are already targeting to combine the AVANTA platform with the G.now platform to extend the broadband access from the fiber cabinet to users' homes, by taking advantage of the existing wiring for the last mile to offer significant end-to-end cost savings to operators around the world.

G.now Key Features Highlights:

- MIMO for 2-channel bonding to increase reach and provide extra protection against noise
- Configurable uplink/downlink ratio (symmetric and asymmetric)

- Advanced FEC (Forward Error Correction) mechanism
- Automatic retransmission to ensure zero packet loss
- Advanced NDIM technology for interference mitigation in MDUs with high density of users
- Automatic mitigation of Near-End Crosstalk (NEXT) between copper wires in a bundle

G.now is using Marvell G.hn chipset that includes the Marvell® 88LX3142 G.hn digital baseband processor and the Marvell 88LX2718 G.hn analog front.

Marvell will showcase its G.now technology powered by its award-winning G.hn chipset together with its partners during Mobile World Congress (MWC), Feb. 24-27, 2014, at Fira Gran Via Barcelona, CC8 Executive Meeting Room 8.13 in the Hall 8.1.

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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