

# Marvell's Internet Of Things (IoT) Solution Powers Smart Home Leader Broadlink Electronics Technologies For Its Entire Family Of Home Automation Products And Advances The "Smart Life And Smart Lifestyle" Vision

**Marvell provides a complete silicon and software IoT platform for Broadlink Electronics Technologies' smart socket, smart-home controller and air-quality sensor**

SANTA CLARA, Calif., May 5, 2014 /[PRNewswire](#)/ -- Marvell (NASDAQ: MRVL) today announced that an emerging Smart Home leader Broadlink Electronics Technologies has selected Marvell's Wi-Fi microcontroller Internet of Things (IoT) platform to power Broadlink's family of products for Smart Home automation. Using Marvell's Wi-Fi microcontroller and the Easy-Connect Software Development Kit (SDK) IoT platform, Hangzhou China based Broadlink has released SP2 Smart-Socket, RM2 Universal Home Controller and A1 Air Quality Monitor to the market, enabling the "Smart Life and Smart Lifestyle" vision. Together these products enable consumers to have a complete easy-to-use DIY home-automation solution that can intelligently control any electrical appliances, televisions and other infrared devices, garage door openers, light switches and more.

"Marvell is delighted to partner with Broadlink to enable the Connected Smart Home for millions of consumers," said Philip Poulidis, Vice President and General Manager, Internet of Things Business Unit of Marvell. "Our engineers have worked tirelessly to ensure that the Marvell Wi-Fi microcontroller IoT platform is robust, mature and enables OEMs to rapidly develop and bring them to the market innovative IoT products. We are very proud to be selected by Broadlink Electronics Technologies to power the company's new product line for Smart Home automation. We're confident that Broadlink will have tremendous success in the Smart Home market and look forward to our continued collaboration with their team."

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"When seeking a vendor to support our business and product growth, Marvell was a natural fit. The company's leadership and expertise, as well as its innovative engineering prowess made our decision an easy one," said Zongru Liu, Chief Executive Officer at Broadlink Electronics Technologies. "Marvell's Wi-Fi microcontroller IoT platform is the strongest in the market, providing the complete hardware/software solution we needed. Working with Marvell allowed us to get our full suite of products to production within months, bringing the Smart Lifestyle to millions of homes in 2014."

Marvell's Wi-Fi microcontroller IoT platform is a highly cost-effective, low-power, flexible, yet easy-to-use hardware/software solution enabling the new generation of IoT devices to interact seamlessly with mobile clients, cloud-services, and other consumer devices. The platform is built upon Marvell's 88MC200 Cortex-M3 microcontroller and 802.11n Avastar® Wi-Fi SoC's and is powered by Marvell's Easy-Connect Software Development Kit (SDK) that addresses all communication aspects for IoT products, enabling customers to focus on delivering innovative new applications and services to consumers.

For more information on the Marvell Wi-Fi MCU IoT Platform, please visit <http://www.marvell.com/microcontrollers/wi-fi-microcontroller-platform>.

## 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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**For Further Information Contact:**  
**Marvell Media Relations**  
Sue Kim

408.222.1942  
[suekim@marvell.com](mailto:suekim@marvell.com)

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