

Leading European Service Operator Bouygues Telecom Deploys Groundbreaking Android TV Set-Top Box Powered By Marvell's ARMADA 1500 PRO Platform

Marvell's ARMADA® 1500 PRO platform to deliver industry's first quad-core CPU Android PayTV STB

AMSTERDAM and SANTA CLARA, Calif., Sept. 15, 2014 /PRNewswire/ -- [Marvell](#) (NASDAQ: MRVL) today announced that Bouygues Telecom is launching industry's first quad-core Android PayTV set-top box powered by the Marvell® ARMADA 1500 PRO (88DE3114) system-on-chip (SoC) platform. The Bouygues Telecom set top box incorporates a complete suite of services including Premium /LiveTV, over-the-top (OTT), Terrestrial Broadcast, and TV/Gaming applications in a unified Android environment. At the core of this innovative device is the powerful 12K DMIPs ARM-based ARMADA 1500 PRO with multi-core GPU and Full HD video processing. The ARMADA 1500 PRO platform solution also includes Marvell's advanced Avastar® 88W8797 wireless connectivity and an optimized Android TV SDK that is designed to deliver a highly immersive and secure HD digital experience to the living room across multiple screens. The powerful GPU in the ARMADA 1500 PRO platform powers Bouygues Telecom's innovative user interface (UI) created by iFeelSmart and is also the key ingredient in driving a full suite of gaming services.

"I am very proud of our close collaboration with leading global service providers such as Bouygues Telecom to launch innovative multimedia platforms for the fast growing consumer base who demands seamless access to high quality gaming and digital content for the big screen," said Weili Dai, President and Co-Founder of Marvell. "Performance, security and affordability are the key to the mass adoption of next generation entertainment experience. At Marvell, we are dedicated and committed to continuously bringing new creative technologies that enable our partners to enhance the lives of all consumers around the world."

"Marvell's proven track record in working with operators around the world to deploy Android and the company's feature rich and cost effective SoCs were key factors in selecting Marvell as a technology partner," said Pierre Schaller, SVP Innovation and Strategic Alignment at Bouygues Telecom. "We are extremely pleased to introduce a highly differentiated, powerful set-top box based on ARMADA 1500 PRO quad-core SoC enabling a converged LiveTV, OTT, & Gaming platform that provides our customers with an immersive entertainment experience."

Part of Marvell's award-winning ARMADA 1500 SoC family, the ARMADA 1500 PRO also incorporates a robust security engine compliant to Bouygues Telecom and its rich set of content partners. The ARMADA 1500 PRO is architected for hybrid deployment of new services and includes multi transport stream input demultiplexer that supports the Terrestrial content reception capabilities found in the Bouygues Telecom set top box. To learn more, please visit <http://www.marvell.com/digital-entertainment/armada-1500-pro/>.

About Bouygues Telecom

As a full-service electronic communications operator (mobile, fixed, TV, Internet and cloud computing), Bouygues Telecom stands out for its innovative products and services and award-winning customer relations serving its 11 million mobile and 2.2 million fixed broadband customers, which include more than 1.6 million professional and corporate clients and 2 millions B&YOU mobile clients.

After inventing the mobile talk-plan concept in France in 1996, Bouygues Telecom has always been a pioneer in innovation: it introduced the first unlimited call plans with Millennium (1999) and Neo (2006); in 2007, it launched the first fixed-mobile convergence offer for corporate customers; in 2009, it invented the "all-in-one" solution with ideo, the first quadruple play offer in the market; and, as early as July 2011, it invented mobile telephony 2.0 with B&YOU, the first *SIM-only Web-Only* offer. In June 2012, Bouygues Telecom launched Bbox Sensation, its new range of routers packed with the most innovative technologies on the market that will transform the digital home experience and in November 2013, the *Box Internet* by B&YOU, a double-play which democratizes the access to Internet. In January 2014, Bouygues Telecom and SFR conclude a strategic agreement to share a part of their mobile access networks: it will enable both operators to provide their respective customers better coverage, better quality of service, and to generate significant savings.

Its mobile network covers 99% of the French population with 2G, 96% with 3G+ and 60% with H+. Bouygues Telecom is also deploying a nationwide 4G network covering already 70% of the French population, bringing access to 4G to 44 million people in France.

Each day, the company's 9, 049 employees develop solutions aligned with changing customer needs.

2,000 customer relations advisers, a distribution network driven by their 2,500 sales advisers - and its websites combine to ensure optimum customer service on a daily basis. For more information, please visit www.bouyguetelecom.fr

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, Internet of Things (IoT), 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. For more information, please visit www.Marvell.com.

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