

Xiaomi Launches Smart Plug Product Powered By Marvell's EZ-Connect Internet Of Things (IoT) Silicon Solution

Marvell's EZ-Connect IoT Platform solution with 88MC200 microcontroller, Avastar 88W8801 Wi-Fi SoC and EZ-Connect software enables rapid development of Xiaomi's Smart Plug product for smart-home control

SANTA CLARA, Calif., Oct. 28, 2014 /PRNewswire/ -- [Marvell](#) (NASDAQ: MRVL) today announced that Xiaomi, one of China's leading smartphone vendors, has selected [Marvell® EZ-Connect™](#) wireless Internet of Things (IoT) silicon solution to power its newly launched Smart Plug. The platform solution includes the 88MC200 a highly integrated microcontroller, the Avastar® 88W8801 Wi-Fi SoC and EZ-Connect software. Marvell's Internet of Things (IoT) platform was chosen for the superior product platform offering as it rapidly enabled Xiaomi to develop and bring to market their first smart-home IoT product. Marvell follows its successful IoT product launch from this past [May](#) with the collaboration on Xiaomi's new Smart Plug.

"We are very pleased with our collaboration with Xiaomi in delivering the smart home vision with our leading silicon solutions. Home automation for smart home and Internet of Things is a very big, very important trend in the new era of 'Smart Life and Smart Lifestyle.' We are very excited that Xiaomi launched their Smart Plug powered by our EZ-Connect IoT silicon solution," said Weili Dai, President and Co-Founder at Marvell. "We are very proud to lead the industry with advanced technologies by powering innovative connected products in the rapidly growing IoT market to make a great impact to the billions of consumers around the globe."

"We are very pleased to partner with Marvell as a leading global semiconductor company to enable the Connected Smart Home for millions of consumers. Marvell's innovative EZ-Connect IoT platform is a very mature and complete solution that dramatically reduced our product development time," said KK Wong, Vice President and Co-Founder of Xiaomi. "Marvell's IoT platform is the strongest in the market and delivers the complete hardware solution we need. We look forward to continuing our collaboration with the Marvell team."

Marvell's unified IoT platform features a Cortex-M3 microcontroller and 802.11n wireless connectivity with environmentally-friendly, low-power operation enabling an extended battery life and a small printed circuit board (PCB) footprint creates a form factor design that fits into all consumer appliance products. Additional features include access to specific on-chip resources enabling system level customizations, supporting the development of customizable modules that can be used across multiple categories of smart home solutions.

Marvell's EZ-Connect Software is field proven and provides production-ready software for industry standard communication protocols. Complete with easy-to-use software development kits (SDKs) and application programming interfaces (APIs), the EZ-Connect Software enables developers to leverage the full potential of a built-in microcontroller on the SoC solutions. With Marvell's complete IoT platform solution, developers are able to save months of software development effort and can focus their energy and resources on bringing innovative services and applications to end users through their smart-devices.

Key features of Xiaomi's Smart Plug include:

- USB interface, easy to charge smartphone
- One-touch configuration (when co-working with other products of Xiaomi smart home product lines)
- Connects any home appliance or electronic device to a Wi-Fi network
- Energy saving-automatic power off when leaving home
- Slim and compact ID

For more information about the Marvell's IoT solutions, please visit: <http://www.marvell.com/solutions/internet-of-things/>

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, Internet of Things (IoT), 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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