

Skyworth And China Telecom Launch The World's First Smart TV With Embedded G.hn Powerline Connectivity Powered By Marvell

Marvell's industry-leading 88LX3142 G.hn digital baseband processor and 88LX2718 G.hn analog front end solution empower leading global TV brand Skyworth's E690C Smart TV, available to China Telecom's more than 25 million IPTV subscribers

SANTA CLARA, Calif. and LAS VEGAS, Jan. 6, 2015 /PRNewswire/ -- [Marvell](#) (NASDAQ:MRVL), a worldwide leader in providing complete silicon solutions from mobile communications to storage, Internet of Things (IoT), cloud infrastructure, digital entertainment and in-home content delivery and [Kinoma](#)® software enabling the "Smart Life and Smart Lifestyle," today announced that Skyworth and China Telecom have launched the world's first Smart TV with embedded G.hn powerline connectivity powered by Marvell's industry-leading G.hn platform solution. Skyworth's E690C Smart TV, available to China Telecom's more than 25 million IPTV subscribers, integrates Marvell's 88LX3142 G.hn digital baseband processor and 88LX2718 G.hn analog front end solution. Marvell's G.hn powerline connectivity is designed to enable China Telecom IPTV users to receive broadband and IPTV access through the home's power lines directly into the TV without the need for an external IPTV set-top-box, wireless or Ethernet connectivity.

"I am very excited to see this game-changing, innovative product that transforms the traditional TV experience to enable seamless access to content and services. We are very proud of our collaboration with Skyworth and China Telecom," said Weili Dai, President and Co-Founder of Marvell. "Broadband access is an integral component to enabling the 'Smart Life and Smart Lifestyle,' and our industry-leading G.hn solution powers an immersive Smart TV experience for consumers by providing simple and convenient connectivity to any location in the home through the existing powerline infrastructure. It is our mission and passion to enrich the lives of consumers globally."

"Going smart is definitely the trend for the development of the TV industry, and we are very pleased to establish this collaboration with Marvell, a global technology leader," said Mr. Liu Tangzhi, GM of Skyworth's RGB TV company. "Skyworth and Marvell have created the industry's first Smart TV with the integration of G.hn technology and achieved mass production through our joint efforts. The new generation of Smart TVs will realize immediate broadband connection with plug-and-play simplicity, and give consumers an extraordinary experience by providing high-quality HD video."

"We're very excited to join hands with Skyworth and Marvell, leaders in the industry, to unveil the first 'Yue Me' platform-based Smart TV, the Skyworth E690C," said Mr. Liu Ping, GM of Marketing Department, China Telecommunications Corporation. "The new product will become the hub of entertainment in Smart homes, delivering extensive in-home information services including convenient living, education, healthcare, shopping, games, and entertainment, etc., to provide consumers with ease and convenience."

Marvell's G.hn transceiver family offers fast and powerful full-home connectivity for the delivery of multimedia content to Smart TVs, like the Skyworth E690C, and other connected devices for today's Smart home. Featuring powerline, coax and phone line networking in a single technology, the single G.hn chipset design reduces overall cost and time-to-market and enables data transmission rates at four times greater than that of other legacy systems. Designed for triple-play service providers and consumer applications, Marvell's G.hn technology platform is the ideal solution for bandwidth-intensive and real-time applications like HD-IPTV, VoIP, gaming, video surveillance, multi-room DVR and more. With G.hn powerline module embedded into Skyworth Smart TVs, China Telecom subscribers just need to install a small standalone G.hn wall-plug adapter near the broadband gateway in one part of the house, and then plug their Smart TV into the wall power socket to get instant, powerful broadband Internet access to any other part of the house. G.hn-enabled Skyworth TVs do not require any new cables.

Skyworth Smart TVs with embedded G.hn will be on display at HomeGrid Forum Booth No. 21624 in the South Hall of the Las Vegas Convention Center. CES is being held in Las Vegas, NV at the Las Vegas Convention and World Trade Center and the Venetian Hotel on Jan. 6-9, 2015.

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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