

Xiaomi Launches New Series Of Smart Home Products Powered By Marvell's Best-In-Class End-To-End Internet Of Things Platforms

Marvell and Xiaomi partner to deliver smart module which is integrated in a new generation of air purifier and smart-hub devices for China's fast-growing Smart Home market

SANTA CLARA, Calif., March 2, 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 Xiaomi has launched a smart module built on the Marvell IoT chipset; the module also has been integrated into Xiaomi's smart air purifier and smart hub, part of its portfolio of smart home product offerings. The new design wins build on the previously announced [Xiaomi's smart-plug](#) and extends the partnership between two leading companies in the Smart Home industry. Powered by the Marvell IoT chipset, the Xiaomi smart module integrates Wi-Fi connection and complete communication protocol with Xiaomi Cloud, which enables third-party manufacturers to upgrade to smart devices from traditional devices. This module supports multiple functions, including power on device detect, firmware upgrades, network reliability and consistency maintenance of the connection status indication.

"I am very pleased with our collaboration with Xiaomi in launching a new series of Smart Home devices for the vast consumer base in China. Smart Home is an integral part of the fast-growing Internet of Things market," said Weili Dai, President and Co-Founder of Marvell. "I am very proud that Marvell is leading the industry with the broadest technology portfolio and end-to-end silicon and software solutions. With our continued collaboration with top global ecosystem partners such as Xiaomi, we are committed to bringing the benefit of IoT technologies to billions of consumers around the world."

"Our continued collaboration with Marvell ensures China's consumers will benefit from innovations for the Connected Smart Home," said KK Wong, Vice President and Co-Founder of Xiaomi. "Marvell's innovative end-to-end, field-proven IoT platforms have helped us accelerate our product development. Given the growing demand for simplified smart home automation, we're confident Marvell provides hardware solutions to further the development of our smart home portfolio, making for a smarter, more connected consumer experience."

Marvell's unified [IoT platforms](#) feature a powerful Cortex-M3 microcontroller (88MC200) and a best-in-class 802.11n wireless radio (88W8801) that together provide the essential pieces for enabling Xiaomi's smart module and hardware strategy. This is coupled with Marvell's field-proven and industry-leading EZ-Connect™ Software SDK that enables Xiaomi to rapidly develop smart home products and integrate them with its own cloud services and mobile app to power a complete smart home ecosystem.

Key features of [Xiaomi's Air Purifier](#) include:

- 406 m³/h CADR, purification of up to 48m²
- High quality 3-layered filter removes PM2.5 particles, formaldehyde, etc.
- Dual fan, four air ducts for large indoor circulation
- Fast response for high accuracy, room air quality detection, Sharp PM2.5 particle sensor
- 75W of Power in high-speed purification mode, improving safety, efficiency, noise and performance
- Smart air purifier with high performance at the low price of 899 RMB
- Powered by Xiaomi's Marvell powered smart module, users can access information such as the quality of air, filter replacement notification, open window notification, timely purification, abnormal alert, and more

Key feature of Xiaomi's Smart Hub include:

- Integrated Xiaomi smart module
- Compatibility with Zigbee powered devices as well as with Xiaomi Cloud and other smart devices
- 18-full-color adjusted LED night lamp
- Multi-function speaker
- Compatibility with Xiaomi's body sensor, door/window sensor and wireless switch to implement smart home control

For more information about the Marvell's end-to-end IoT solutions, please visit:

<http://www.marvell.com/solutions/internet-of-things/>

Marvell at Mobile World Congress

Marvell's latest technologies will be showcased at Mobile World Congress 2015, being held March 2 – 5, 2015, at Fira Gran Via in Barcelona. To see demonstrations and learn more, show attendees and media can visit the Marvell booth, located in the Hall App Planet – Hall 8.1, Stand No. CC8.13.

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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