

China Unicom Launches World's First 399RMB 5" 4G LTE XiaoLajiao Smartphone Powered By Marvell's ARMADA Mobile SoC

Marvell's quad-core 64-bit ARMADA Mobile PXA1908 platform features field proven 5-mode 4G LTE modem, integrated location and sensor fusion hub and supports the latest Android L

SANTA CLARA, Calif., May 18, 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 China Unicom launched the world's first 399RMB 5" 4G LTE XiaoLajiao smartphone powered by Marvell's ARMADA® mobile PXA1908 platform. Marvell was selected for its cost-effective, field-proven 5-mode 4G LTE modem technology, which features quad-core 1.2GHz ARM Cortex A53 with NEON, efficient power management and battery charging capability, and integrated location and sensor technology. Formally launched on April 17th, the HongLajiao smartphone for China Unicom supports the world's most popular cellular modes including: 4G/TD-LTE, FDD-LTE, 3G/WCDMA and 2G/GSM.

"I am very pleased to see XiaoLajiao launch the world's first 399 RMB 5" 4G LTE smartphone, the HongLajiao, for China Unicom. We are proud to power high performance and cost effective smartphones for China Unicom to make their 4G LTE services more accessible to the masses," said Weili Dai, President and Co-Founder of Marvell. "I believe our industry leading 4G LTE technology and our close collaboration with top global operators and OEMs have significantly accelerated the mass adoption of affordable 4G LTE smartphones in China and around the world. I am thankful for the dedication of XiaoLajiao and Marvell's global engineering teams in launching this great product."

"We are proud to partner with Marvell to introduce the latest 4G LTE smartphone, the HongLajiao," said Ku Wei, General Manager of China Unicom Vsens Communications. "Marvell's field-proven mobile solutions have helped us accelerate the mass adoption of 4G LTE devices and provide consumers with powerful performance, premium design and quality at an attractive price point. We look forward to continuing our collaboration with Marvell."

"The launch of the HongLajiao smartphone is a milestone for XiaoLajiao and we are thrilled to deploy the world's first 399RMB 5" HD 4G LTE smartphone with Marvell's technology," said Wang Xiaoyan, President of Yusun Communications Device and Founder of XiaoLajiao. "In our search for a partner, we knew that Marvell provided best-in-class and cost-effective solutions that would integrate seamlessly with our vision. We look forward to future opportunities with Marvell and are excited to further our collaboration."

Marvell's ARMADA mobile PXA1908 platform is a quad-core 64-bit application and communications mobile System-on-Chip (SoC) that provides high-performance and low-power mobile computing for media-centric mobile devices. It features the latest wireless connectivity technology and supports all global broadband standards for seamless global roaming, and latest Android OS, including Android 4.4 Kit Kat and Android 5.0 Lollipop. The solution incorporates the performance of a quad-core ARM Cortex-A53, running at 1.2GHz, and Marvell's mature 5-mode modem technology to provide a low-cost Linux and Android mobile platform.

Key features of the HongLajiao smartphone include:

- 5" HD (1280x720)
- 4G LTE TDD/FDD with DSDS
- Quad-core A53 1.2GHz
- 8MP rear camera/2MP front camera
- 8GB Flash and 1GB RAM
- Android 4.4 KitKat

Key features of Marvell's ARMADA PXA1908 include:

- Quad-core A53, up to 1.2 clock speed
- Support up to 720p display, 1080p video decoding and 720p video encoding
- Improved imaging processor to support 8MP camera sensor
- Advanced power management and audio codec for power efficiency and audio performance
- Integrated location technology

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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