

Marvell's Internet Of Things Platform Selected By iHome

Marvell and SDI Technologies partner to bring iHome iSP5 SmartPlug to consumers

SANTA CLARA, Calif., June 29, 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, in-home content delivery and [Kinoma](#)® software enabling the "Smart Life and Smart Lifestyle"— today announced that SDI Technologies, a 60 year CE giant and parent company of iHome, a major consumer electronics manufacturer with products in 50+ million US homes and sold at retailers in 70 countries worldwide, has selected Marvell's EZ-Connect™ IoT platform and SDK to power its iHome iSP5 SmartPlug.

"Marvell is thrilled to see the launch of iHome SmartPlug, as the first product in the iHome Control series of smart home products," said Philip Poulidis, Vice President and General Manager, Wireless and Internet of Things Business Units at Marvell. "This collaboration with iHome reflects our efforts to empower consumers with the most innovative connected devices available."

"We are delighted to collaborate with Marvell to announce the new iHome Control series of smart home products," said Gary Schultz, Director of Business and Product Development, SDI Technologies. "Marvell has established itself as a leader in the IoT market and has greatly helped in accelerating our product development and launch. We look forward to continuing our close collaboration with Marvell as we bring additional Smart-Home IoT products to the market."

With the iHome iSP5 SmartPlug, consumers can use Siri or the iHome Control app on Apple iOS and Android devices to control lamps, fans, air-conditioners, and other home devices from anywhere with their smart-phone. Users can also group several iHome SmartPlugs into individual "scenes" to control multiple connected devices within a home. Additionally, the iHome Control app allows for the creation of custom scenes to control multiple SmartPlugs with a single command, or to create schedules for complete home automation.

Marvell's EZ-Connect Wi-Fi Microcontroller IoT edge device platform was [the industry's first IoT solution to offer full HomeKit support](#) to hardware manufacturers. It features a powerful Cortex-M3 microcontroller (88MC200) and a best-in-class 802.11n wireless radio (88W8801) that together provide the essential pieces for enabling a HomeKit solution. Marvell's SDK for HomeKit is built on top of the field-proven and industry-leading EZ-Connect Software SDK and greatly simplifies the development of HomeKit accessories. Hardware manufacturers using Marvell's SDK for HomeKit benefit from the complete, supported implementation of the HomeKit framework and are able to save months of development effort and can instead focus their efforts on innovative product features and providing great user experiences.

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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About iHome

iHome was established in 2005 as a division of SDI Technologies to develop and market audio products for portable smart devices. The first iHome product introduced, the iPod Clock Radio, was an exceptional success that became the top-selling iPod accessory for the year, and firmly established iHome as the premier brand in the iPod electronics market. Since then, iHome continues to be the #1 brand in digital audio according to NPD data* and has been at the forefront of design with a growing lineup of award-winning audio products that includes alarm clocks, clock radios, portable and home speaker systems, and headphones, as well as a new

licensed line of mobile device accessories.

Acknowledged for its innovative features, unique designs, and advanced technology, iHome has garnered several prestigious industry awards including CES Innovations Awards, numerous Editor's Choice and Red Dot design awards.

iHome's products can be found worldwide in over 70 countries or on the web at www.ihomeaudio.com, on [Facebook](https://www.facebook.com/iHome) (facebook.com/iHome), or follow [@iHome](https://twitter.com/iHome) on Twitter.

*Source: NPD Digital Player Speakers category, 12 months ending June 2014.

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