November 9, 2015

Marvell Introduces New Trusted Authentication Element for Connected Device and Consumable Protection

Marvell extends its leadership in security solutions by offering state-of-the-art IC and product authentication technologies

SANTA CLARA, Calif., Nov. 9, 2015 /PRNewswire/ -- Marvell (NASDAQ:MRVL) — a worldwide leader in providing complete silicon solutions from storage to Internet of Things (IoT), cloud infrastructure, digital entertainment, in-home content delivery and Kinoma® software enabling the "Smart Life and Smart Lifestyle — today announced a new solution for trusted product authentication and consumables management, the 88PA810 Trusted Authentication IC. Designed for use in systems that require secure product authentication and usage tracking, the 88PA810 provides a proven and trusted offering to prevent counterfeit attacks. The 88PA810 integrates state-of-the-art technologies to ensure customer product quality, longevity, and safety while protecting a customer's brand, reputation, and revenue.

Counterfeit solutions, such as poorly crafted ink and toner cartridges or dangerous batteries, present very real problems for both producers and consumers. The 88PA810 will also provide an IoT smart device protection against external attacks that threaten these vulnerable cloud-connected devices. Based on more than five years of collaboration with Cryptography Research, Inc., now Rambus Cryptography Research Division, Marvell's second-generation IC integrates the CryptoFirewall™ security solution, in addition to leading-edge anti-tampering and anti-reverse engineering technologies.

"In today's increasingly connected world, products such as IoT smart devices, mobile phones, medical devices, printers, and automotive components rely on advanced security mechanisms to verify system integrity. Superior security must be maintained also for products that allow component upgrades, after-market accessories or replaceable consumable items," said Mark Montierth, Vice President and General Manager, Marvell Printer and Customer Solutions Business Unit. "The 88PA810 Trusted Authentication IC extends Marvell's leadership in authentication security, providing our customers a sophisticated, proven solution to secure their products and protect their customers."

Marvell's 88PA810 security chip features advanced anti-tampering alarms and extensive circuit obfuscations with active metal mesh coverings, internal clocks and regulators, and other security features to prevent attackers from tampering or using physical attack methods to disrupt or copy the chip or its related consumer product. The IC protects against numerous attack threats and encrypts off-chip data communications. The 88PA810 includes secure product authentication services using a unique hardware ID, a secure usage metering count-down counter that cannot be reset, and 3KB of one-time programmable (OTP) memory for OEMs to record product information and manufacturing metadata. Using

a traditional inter-integrated circuit (I²C) interface, the 88PA810 connects with a host controller to run authentication and product management services. The 88PA810 also protects the entire supply chain through a multi-stage provisioning solution to eliminate potential risks from rogue elements.

The 88PA810 will be available to OEMs directly and from a secure programming service and distribution channel. In addition, after the 88PA810 has been deployed in the field, it offers further mechanisms to adapt and counter new attacks and security risks.

The 88PA810 is sampling now.

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 storage to 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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