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Marvell Showcases Complete Smart Home Solutions for Always-On, Always-Connected Lifestyle at IBC 2012

Marvell highlights end-to-end silicon solutions for Smart TVs, mobile devices, cloud computing and ubiquitous connectivity to deliver superior multimedia experience

AMSTERDAM and SANTA CLARA, Calif., Sept. 6, 2012 /PRNewswire/ -- Marvell (Nasdaq: MRVL) today announced it will demonstrate a comprehensive suite of fully immersive, high-performance, end-to-end SoC solutions for always-on multimedia entertainment at IBC 2012, which takes place September 7-11 in Amsterdam. Highlighting recent deployments in the latest Google TV set-top boxes; key collaborations with Comigo, ZeroDesktop and EchoStar; and reference designs for PLC, Smart Energy, Smart Printing and wireless multimedia content delivery; Marvell will showcase its success in breaking down the barriers that once blocked the intersection of exceptional performance, total mobility and optimal energy conservation.

(Logo: https://photos.prnewswire.com/prnh/20100719/SF36559LOGO-b)

"As traditional broadcast content becomes increasingly digital and interactive, operators and service providers are expanding their business models to enable the Smart home to become the critical hub that converts innovative content and services to an exceptional user experience. We are very proud to deliver the Smart home vision with three key technologies: seamless connectivity, high-performance video delivery, and highly-reliable and secure cloud storage," said Weili Dai, Co-Founder of Marvell. "Marvell has a proven track record of providing a one-stop-shop experience where all major operating systems and platforms are supported. At IBC, we are demonstrating how live video can be seamlessly shared and transmitted across big screens, mobile devices and Smart furnishings for the new era of the digital lifestyle."

Marvell ARMADA 1500 Powers the Future of Immersive Entertainment Devices

Powerful, energy-efficient, ultra-scalable and very affordable, the Marvell® ARMADA® 1500 HD Media SoC contains Marvell's highest-performing ARM v7-compatible PJ4B SMP super-scalar dual-core CPU. The chip is designed to enable PC-like processing power to support Web browsing with support for Flash and other key technologies – with the aid of more than 6000 Dhrystone MIPS of computing horsepower, FPU v3.0, 512KB of L2 cache and WMMX2. With advanced, cell phone-like power management, the platform is also incredibly energy-efficient. The ARMADA 1500 contains Marvell's award-winning Qdeo® video processing for state-of-the-art HD and 3D video, including scaling, noise reduction, de-interlacing, low bit-rate Internet video enhancement and FRC and color/contrast enhancement.

At IBC, the ARMADA 1500 will be at the heart of numerous demonstrations, including Google TV set-top boxes; EchoStar's Android-powered IP, and hybrid DVB and IP connected set-top box solutions; Comigo's Android-based software platform, offering the most advanced personal and social interactive smart TV experience, and ZeroDesktop's cost effective enablement of virtual web desktops.

Marvell Avastar Sits at the Epicenter of Always-On Mobile Entertainment

Marvell's low-power, high performance Avastar® solutions are designed to integrate today's most cutting-edge wireless standards and technologies to enable the anytime, anywhere video experience end-users crave. By supporting WI-FI CERTIFIED Miracast and enabling carrier-grade distribution over Wi-Fi networks, Marvell's connectivity solutions deliver high-quality, low-latency video across a variety of mobile devices.

At IBC, Marvell will be demonstrating its single chip wireless combination radio portfolio and underscoring how Miracast – a standard that delivers audio and video content from one device to another without cables or an access point – allows consumers to transfer videos, mobile games and other mobile content from smartphones, tablets and other mobile computing devices directly to a big-screen TV. During the conference, Marvell also will showcase its carrier-grade 4X4 multiple input multiple output (MIMO) solution with beamforming and demonstrate how this advanced solution allows operators to reliably deliver simultaneous high-definition (HD) video streams to TVs and displays anywhere in the home, further optimizing the video and gaming experience for consumers.

Smart, Fast, Powerful Connectivity Solutions Round Out Marvell's IBC Lineup

- **PowerLine Communications:** Marvell's wired connectivity technologies are designed to meet surging consumer demand for high-speed and highly robust home networking, enabling complete unification of the wireline network. Now, with Marvell's G.hn wireline technologies, wired networks can distribute more content to more screens in more rooms in the home – and over any wired medium, including PowerLine, coax and phoneline/twisted pair – at up to 1 Gbps PHY rate. This performance enables OEMs and ODMs to select complete multi-technology design packages for creating systems that provide seamless and engaging experiences for consumers. Marvell is a recognized leader in the home networking industry, having won both the Best Electronic Design Award in 2011 and the Connected Home Award in 2012 for G.hn silicon. Marvell is deeply committed to interoperability among G.hn silicon vendors to foster market growth, which was demonstrated over coax and powerline in the world's first G.hn full live demo at CES in January. Having been subsequently invited to take part in the first Asian G.hn pre-certification event sponsored by HomeGrid Forum in Taiwan in May, Marvell paves the way for the industry's G.hn enabled deployments.

At the show, Marvell will demonstrate working G.hn modem systems based on Marvell's G.hn reference design, GE-DW360F. Marvell's ITU-T compliant G.hn transceiver chipset has been successfully designed into several modem prototypes from among the company's leading Asian customers, supporting the growing demand for G.hn home networking.

- **Smart Energy**: Marvell's Smart Energy and Smart LED Lighting Platforms are designed to provide highly cost-effective, fully-integrated, end-to-end silicon and software solutions that enable OEMs to develop feature-rich smart appliances and smart LED lighting solutions for high energy efficiency and even greater energy savings through network control. The Smart Energy Platform provides rich Wi-Fi

connectivity, enabling smart appliances to seamlessly integrate into consumers' home networks and devices, such as smartphones and tablets, as well as the broader Internet and cloud-based services. The Smart LED Lighting Platform is built around innovative LED driver ICs, along with low-power ZigBee networking, to provide a complete, wirelessly networked lighting control solution. A Wi-Fi/ZigBee gateway connects the lighting control networks to the premises networks, allowing control via smart phones and tablets. Both platforms are complemented by the Marvell Kinoma® platform, allowing rich UIs and new applications.

At the show, Marvell will demonstrate a number of different types of Smart LED light bulbs that are based on Marvell LED driver and Smart control technology, as well as the Wi-Fi Thermostat that leverages Marvell's Smart Energy Platform.

- **Smart Printing**: Marvell's leadership in printing and wireless extends the scope of connected living to include seamlessly printing a range of content from smart devices. At the show, Marvell will demonstrate its reference Android smart TV printing solution, which is designed to take care of all the backend tasks necessary to complete the printing request: establishing a wireless connection from the TV to the printer and then formatting and printing a high quality version of the selected content. The technology allows consumers to easily select and print content such as photos, web pages, documents, or video frames from their DTV solutions.

To see demonstrations and learn more, show attendees and media can experience the latest Google TV demonstration at Marvell's public stand 5.A12, located in Hall 5, or set up a meeting to view other Marvell demonstrations in Marvell's private stand BM3, located in Hall 1.

About Marvell

Marvell (NASDAQ: MRVL) is a world leader in the development of storage, communications and consumer silicon solutions. Marvell's diverse product portfolio includes switching, transceiver, communications controller, wireless and storage solutions that power the entire communications infrastructure, including enterprise, metro, home and storage networking. As used in this release, the term "Marvell" refers to Marvell Technology Group Ltd. and its subsidiaries. For more information, visit Marvell.com.

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For Further Information Contact:
Marvell Media Relations

Daniel Yoo	Kim Anderson
Tel: 408-222-2187	Tel: 408-222-0950
yoo@marvell.com	kimander@marvell.com

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