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Marvell and Seagate Collaborate on Consumer Storage Technology With Intelligent Wireless Connectivity

The combination of Marvell's PXA310 Applications Processor and 88W8686 WLAN enables the wireless connectivity in Seagate's Digital Audio Video Experience(TM) (DAVE(TM)) Platform

SANTA CLARA, Calif., Feb. 20 /PRNewswire-FirstCall/ -- Marvell(R) (Nasdaq: MRVL), the leader in storage, communications and consumer silicon solutions, and Seagate Technology(R) (NYSE: STX), today announced that the two companies have collaborated on a revolutionary storage platform, engineered for rich mobile multimedia, and featuring an integrated wireless solution from Marvell. The ultra-portable Seagate(R) Digital Audio Video Experience (DAVE) storage platform assists consumers' access to hours of rich multimedia content wirelessly. DAVE features the Marvell PXA310 applications processor (internally codenamed Monahans) and Marvell's 88W8686 WLAN technology.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20070220/SFTU086>)

The DAVE platform will provide a wide range of secure, wireless storage capacities in a small, sleek form factor that can be easily slipped into a pocket or bag. This comprehensive software/hardware platform, built with Marvell wireless communications technology and Seagate's industry leading hard disc drive (HDD) technology and Storage Management Module(TM) software (SMM(TM)), is a flexible option for storage in consumer electronics devices and mobile phones. Marvell and Seagate are working closely to create an open development environment to allow seamless device connectivity. This open framework ecosystem will enable exciting new applications for the mobile device market and a wide array of easily connected portable consumer devices.

"Marvell and Seagate have a rich history of partnering on cutting-edge storage devices," said Sam Arditi, senior vice president of Marvell's Cellular and Handheld Business Group. "By working with Seagate on the DAVE wireless storage platform, Marvell is enabling consumers to have instant access to the rich multimedia content that is so critical to today's media-hungry consumers on the go."

"DAVE is a revolutionary advancement in portable storage for consumers and enterprises -- assisting seamless access to rich multimedia content on your mobile device without sacrificing the slim form factors consumers want," said Patrick King, senior vice president and general manager of Seagate's consumer electronics business unit. "By opening the door to integrating hard drives onto the PXA3xx family, our mutual technology focus will make new business models come alive for mobile media applications that rely on Marvell for performance, efficiency and scalability."

The combination of the Marvell PXA310 and 88W8686 enables content to be seamlessly controlled and viewed by a Wi-Fi-enabled mobile phone. By offering high-capacity storage that can be accessed wirelessly, Seagate's DAVE platform provides substantial capacity for personal media files without impacting the cellphone's design, cost or performance. DAVE technology also safeguards files from being accidentally lost during the cellphone upgrade process.

The Seagate DAVE platform assists consumers to access personal content when, where, and how they want it on devices such as multimedia mobile phones, MP3 players, portable media players, digital video recorders, GPS systems, game consoles, and in automobiles. Mobile storage devices help to mitigate quality-of-service issues with over-the-air streaming media by delivering a reliable download-and-store multimedia experience every time.

DAVE technology also includes Seagate's Storage Management Module, software that, combined with the power-saving features of the PXA family of application processors, delivers optimal battery life in mobile devices.

The Marvell PXA Family of Processors

The PXA3xx family of processors delivers improved performance and extended battery life, enabling advanced video and audio capabilities crucial for next-generation broadband mobile phones. The PXA3xx processor family offers performance and cost optimization for high volume handheld devices and also provides high-resolution VGA multimedia performance with extended battery life for demanding 3G video and audio use. The PXA3xx family is currently being utilized in Seagate's DAVE platform project and will be utilized in many other devices moving forward.

About Marvell

Marvell is the leader in storage, communications and consumer silicon solutions. The Company'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 terms "Company" and "Marvell" refer to Marvell Technology Group Ltd. and its subsidiaries, including Marvell Semiconductor, Inc. (MSI), Marvell Asia Pte Ltd (MAPL), Marvell Japan K.K., Marvell Taiwan Ltd., Marvell International Ltd. (MIL), Marvell U.K. Limited, Marvell Semiconductor Israel Ltd. (MSIL), RADLAN Computer Communications Ltd., and SysKonnect GmbH. MSI is headquartered in Santa Clara, Calif., and designs, develops and markets products on behalf of MIL and MAPL. MSI may be contacted at (408) 222-2500 or at www.marvell.com.

About Seagate

Seagate is the worldwide leader in the design, manufacture and marketing of hard disc drives, providing products for a wide-range of applications, including Enterprise, Desktop, Mobile Computing, Consumer Electronics and Branded Solutions. Seagate's business model leverages technology leadership and world-class manufacturing to deliver industry-leading innovation and quality to its global customers, and to be the low cost producer in all markets in which it participates. The company is committed to providing award-winning products, customer support and reliability to meet the world's growing demand for information storage. Seagate can be found around the globe at www.seagate.com.

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