

January 9, 2009



Marvell and chumby Collaborate to Bring Interactive Internet Experience to Consumer Devices

Chumby Combined with Marvell PXA168 Horsepower Delivers Rich Media, Revolutionizing Connected Digital Devices

LAS VEGAS, Jan. 9 /PRNewswire-FirstCall/ -- Today at CES 2009, Marvell(R) (Nasdaq: MRVL), an industry leader in storage, communications and consumer silicon solutions, and chumby announced a collaboration to bring cost-effective, high-quality, interactive user experiences to digital consumer devices. By leveraging Marvell's 1 GHz PXA168 consumer device application processor and 802.11 b/g Wi-Fi chipset with over 1,000 chumby widgets in 30 different categories ranging from news and entertainment to video, music and sports, OEMs will now be able to offer consumers powerful Internet connected devices that deliver rich media experiences.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070411/SFW034LOGO>)

As the first initiative of this collaboration, the two companies have created a reference platform for converged consumer devices. With a device such as a digital photo frame (DPF) based on this powerful platform, the companies anticipate users will not only be able to view and share photos from many sources such as camera cards and Internet photo sharing sites, but they will also be able to access their favorite parts of the Internet to create a personalized experience - whether it's receiving RSS news feeds, watching videos, accessing social networking sites, listening to Internet radio, playing games and much more. The new reference platform is being demonstrated at CES 2009 in Marvell's booth #35344 in the South Hall and in the chumby booth #14448 in the Central Hall of the Las Vegas Convention Center.

"Chumby brings new capabilities to connected devices by streaming always-on, always-fresh personalized Internet content to consumers," said Stephen Tomlin, CEO, chumby. "We're delighted to team with Marvell and introduce a reference platform for devices such as connected digital photo frames and other new devices."

The Marvell PXA168 is based on a new innovative architecture that is designed to deliver the processing capabilities of an entry-level laptop to instant-on, digital consumer devices by enabling full-featured web surfing, instant Internet widgets, multi-format video, Adobe(R) Flash(R) Lite(R)-based content playback, image processing, video conferencing, and sophisticated ultra-fast graphical user interfaces (GUIs) - at consumer price points with ultra-low power for longer battery life. Devices powered by the Marvell PXA168 can include connected digital photo frames, portable navigation devices, portable media players, automotive dashboard displays and infotainment systems, home automation, portable TVs,

digital signage, and other devices that utilize Internet connectivity, media processing, and touchscreen interfaces.

The Marvell / chumby reference platform leverages the processing power of the PXA168 and Adobe Flash Lite technology to enable applications such as Internet widgets to run on top of the Linux operating system. OEMs can utilize this integrated platform to create entirely new categories of connected devices that bring a full, interactive Internet experience to more places.

"The Marvell PXA168 is scalable beyond 1GHz and is designed to enable converged consumer devices that can now offer smartphone-like sophisticated user interfaces with drastically different usage models," said Kishore Manghnani, vice president, Application Processors, Consumer and Computing Business Group, Marvell Semiconductor, Inc. "We are pleased to collaborate with chumby on this reference platform which showcases their always on, always fresh format running on a new breed of application processor."

About Marvell

Marvell (Nasdaq: MRVL) is a 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 <http://www.marvell.com>.

About chumby

Chumby lets users select their favorite parts of the Internet and delivers them in a friendly, always-on, always-fresh format. Over 1,000 widgets in 30 different categories, ranging from news and entertainment to videos, music, sports and more are available from high profile media partners such as CBS, MTV Networks, New York Times, Pandora, The Weather Channel Interactive, AOL's SHOUTcast and Scripps Networks. Chumby also offers user generated content as well as thousands of Internet radio stations, the ability to share photos, e-cards and more with family and friends. Chumby is headquartered in San Diego, CA. For more information, please visit www.chumby.com.

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