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Marvell Launches ARMADA -- New Application Processors for Next Generation Mobile Computing and Intelligent Connected Devices

Breakthrough for Consumers: Marvell's High Performance, Low Power Application Processors Deliver Immersive Multimedia and Seamless Internet Connectivity Optimized for Multiple Software Standards

SANTA CLARA, Calif., Oct. 19 /PRNewswire-FirstCall/ -- Marvell (Nasdaq: MRVL), a world leader in storage, communications, and consumer silicon solutions, today announced the game-changing ARMADA(TM) family of processors designed specifically for next generation ARM instruction set smartphones, smartbooks, consumer and embedded devices, and displays. In addition to true mobility - from lightweight designs and long battery life - today's connected consumers and enterprise users demand high quality, instantaneous personal entertainment, and content from a multitude of social-networking and other cloud-based services.

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(Photo: <http://www.newscom.com/cgi-bin/prnh/20091019/SF94412-b>)

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The ARMADA family of application processors sets a new standard by offering CPU cores with PC-class performance, support for Adobe Flash technology and Blu-ray functionality. Additional features include complete broadband connectivity for the next wave of innovative electronics, spanning price points from low cost consumer gadgets all the way to premium performance devices. Customer adoption has been rapid: to date, Marvell ARMADA application processors have won more than 50 design wins.

At the core of the ARMADA family is the company's patented CPU technology. According to the analyst firm, the Linley Group, ARM instruction set CPUs -- which power 98 percent of all mobile phones -- are becoming the standard for other forms of mobile computing. Marvell ships one billion chips per year, two-thirds of which include Marvell CPUs running the ARM instruction set, making Marvell the largest producer of ARM chips in the world.

"Launch of the ARMADA family represents a watershed event in mobile computing," said Ms. Weili Dai, Marvell's Cofounder and Vice President and General Manager of the Company's Consumer and Computing Business Unit. "The ARMADA family delivers to mobile devices what skeptics once doubted could be done: fast, PC-caliber processing, full Internet experience, rich media including HD quality video and 3D graphics -- all in

lightweight form factors with long battery life. There will always be a place for PCs, but the future of mobile computing -- for smartbooks, e-readers, smart tablets and more -- will by necessity get its DNA from smartphones, not PCs. Marvell's world-leading technology portfolio allows us to provide a complete platform solution not only for mobile computing, but also smartphones, gaming, printers, personal and home entertainment, and emerging consumer markets."

"The significance of the ARMADA line of processors is its unique scalability. ARMADA can be used to run everything from full-feature netbooks, smartphones to intelligent displays and blu-ray class devices," said Tim Bajarin, Principal Analyst with Creative Strategies. "Marvell's ARMADA line of processors delivers PC-power, full Internet experience, very low power consumption, and price points suitable for mass markets."

The ARMADA processors are designed to offer the best combination of price and performance across all device markets.

- The ARMADA 100 series delivers high performance at low price points for mainstream Mobile Internet Devices (MIDs), connected consumer products, e-readers, and new personal information appliances.
- The ARMADA 500 series combines computing horsepower, compelling multimedia, and seamless connectivity for high-end smartbooks and tablets.
- The ARMADA 600 series is dedicated to high-end smartphones, delivering high performance applications and multimedia in small form factors and low power requirements.
- The ARMADA 1000 series is focused on enabling the next generation of connected full-HD consumer devices, delivering immersive viewing experiences and offering a variety of networked applications at mainstream price points.

Designed from the ground-up, Marvell's best-in-class ARM CPUs are at the heart of each chip. Unlike comparable products in the industry, Marvell's CPUs deliver higher performance and lower power dissipation while providing full software compatibility to all ARM-based applications.

In addition, Marvell is introducing the newest member of the ARMADA family, the ARMADA 510 - the Company's first ARM v7 instruction set architecture compatible application processor. The ARMADA 510 is sampling to customers this quarter. For technical specifications on the ARMADA 510, please visit www.marvell.com.

Software Support

The ARMADA family supports primary operating systems used across consumer and embedded markets including Microsoft Windows Embedded CE, Windows Mobile, Google Android, Linux, Maemo, Ubuntu, and China Mobile's OMS. To further optimize key software frameworks, Marvell provides board packages for original equipment manufacturer's (OEM) development that support Adobe® Flash® technology, Microsoft Silverlight, and Real Video's Real Player.

"With the release of the ARMADA processors, Marvell continues to bring innovative ARM-based products to the market," said Anup Murarka, Director for Technology Strategy and Partner Development, Platform Business Unit at Adobe. "Adobe and Marvell have worked closely together to optimize Flash technology on the ARMADA architecture and deliver rich multimedia experiences on next generation mobile devices."

"At Canonical, we have been enormously impressed with what Marvell's ARMADA 510-based systems can do when running a desktop-class operating system like Ubuntu," said Chris Kenyon, Vice President, OEM services at Canonical. "The ARM ecosystem is using ARMADA 510 because of its outstanding display resolution, performance, hardware multimedia, and large memory support. We believe users will love where this takes Ubuntu in terms of quality, price, and range of device availability."

To help OEMs focus their efforts on developing differentiated products at the interface and application levels, Marvell provides complete, robust systems-on-chip (SoCs) that combine optimized audio/video codecs and extensive use of open standards with full hardware and software integration to other critical platform elements such as Marvell Wi-Fi/Bluetooth/FM radio devices. In addition to the ARMADA 100 series featuring full compatibility with previous Marvell application processors, all of the ARMADA processors feature integrated Wireless MMX2 (WMMX2) coprocessors for full-feature multimedia experience. ARMADA processor-based development and reference systems are available for all of the major market segments, shortening crucial time-to-market for device manufacturers.

Select customers are already sampling ARMADA processors; devices incorporating these chips are expected to be consumer ready by early 2010.

About Marvell

Marvell (NASDAQ: MRVL) is a world leader in the development of 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. For more information, visit <http://www.marvell.com>.

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PRESS RELEASE ADDENDUM

Marvell® ARMADA(TM) Family Technical Specifications

ARMADA 100

The ARMADA 100 series delivers strong performance at mass market price points for cost sensitive consumer and embedded markets such as digital picture frames, e-readers, multifunction printer user interface (UI) displays, portable navigation devices (PNDs), interactive VoIP phones, IP surveillance cameras, and home control gadgets. Key features include up to 1.2 GHz operation, 24-bit WUXGA LCD support, built in display controller, 2D graphics hardware acceleration and consumer/embedded oriented I/Os (PCIe, Ethernet, USB 2.0, SDIO, 5-in-1 card reader, DDR2/LPDDR1, and more).

About ARMADA 500

The ARMADA 500 series is designed for high performance consumer devices such as smartbooks. Alongside the ARMADA 600 processor family, the ARMADA 500 series is one of the industry's first running ARM v7 instruction set. Key features include ARM v7 CPU core running up to 1.2 GHz, vector floating point (VFP) v3 and 512KB L2 cache, 1080p video decode, 15 MT/s 3D graphics, WUXGA LCD resolution support, security acceleration and consumer/embedded oriented I/Os (PCIe, Gigabit Ethernet, USB 2.0, SDIO, DDR3, and SATA).

About ARMADA 600

The ARMADA 600 series brings high performance to compact form factors, such as smartphones and embedded mobile devices. Alongside the ARMADA 500 processor family, it is one of the industry's first running ARM v7 instruction set. Key features include a CPU core running up to 1 GHz, ultra low power, VFP v3 and 256KB L2 cache.

About ARMADA 1000

The ARMADA 1000 series allows manufacturers to enable a new generation of compelling connected home entertainment products, including Blu-ray players, Digital Media Adapters (DMAs), connected digital TVs, and certain types of streaming HD Set-Top-Boxes (STBs). Key features include dual CPU cores running up to 1.2 GHz, low power design, dual full-HD decode, high performance audio DSP, 2x32 DDR2 controllers (up to 800 Mbit/s), high performance graphics acceleration, a robust security subsystem including a secure execution processor and a set of peripherals (USB 2.0, SDIO, Ethernet, PCIe, SATA, HDMI, and more).

Technical Specifications

The ARMADA SoCs also leverage several of Marvell's key technologies:

- Scalable CPU core frequency and voltage for power-efficient operation
- Tightly coupled DRAM controllers for low latency CPU access while supporting balanced I/O throughput
- Hardware video acceleration to offer up to 1080p encode and decode
- 3D graphics acceleration at up to 45 million triangles per second (MT/s)
- Suite of award-winning Qdeo video technology

- Wide flexibility in I/Os spanning mobile devices (MIPI DSI/CSI/HSI/SlimBus, mobile DDR), consumer/embedded devices (PCIe, Ethernet, SATA, 5-in-1 card reader, desktop DDR) and generic (SDIO, eMMC, USB 2.0, parallel, and more)

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