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Marvell and Hanwang -- China's Number One eReader Maker -- Join Forces to Revolutionize the Global eReader Market

Breakthrough Technology, Game-Changing Performance, and Mass Market Prices Brings a New Era in Electronic Publishing

TAIPEI, Taiwan, June 1 /PRNewswire-FirstCall/ -- **Computex** -- Marvell (Nasdaq: MRVL), a worldwide leader in integrated silicon solutions, and Hanwang, the leading eReader solution provider in China, today unveiled a new generation of eReaders aimed at higher performance, greater versatility and true mass market pricing. Featuring the Marvell® ARMADA™ 166E—the first System-on-a-Chip (SoC) with an integrated e-Paper Display (EPD) controller—Hanwang's new generation of devices offers better performance, more functionality and lower price points than any eReaders on the market today.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100601/SF13145>)

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

"Marvell's goal is to deliver superior eReader technology and a better consumer experience at mass market prices," said Weili Dai, Marvell's Co-founder and Vice President and General Manager of Marvell Semiconductor's Consumer and Computing Business Unit. "Marvell's complete portfolio of high performance, low power semiconductor solutions promise a new era of connected mobile devices featuring always-on, live content, new consumer experiences and services, superior battery life, and greater overall value—all of which is critical to drive global adoption in emerging markets and within new vertical applications—such as publishing."

Central to this eReader platform is the ARMADA 166E, the industry's first fully-integrated EPD controller with a processor utilizing the ARM instruction set. The combination delivers best-in-class user experiences and support for the latest Android, Linux, and WinCE operating systems, allowing users to experience ultra-fast system performance and quick renderings of high-resolution PDF or ePub documents. Such performance is provided in conjunction with new features that conserve power consumption, including a unique hibernation or zero power mode that enables users to enjoy more than 8,000 pages of content with a single battery charge. Advanced features of the EPD controller include automatic partial updates, per-pixel processing, and parallel updates for smooth, enjoyable visual experiences.

Hanwang is China's largest eReader maker and according to industry analysts Display Search, China is expected to become the world's largest eReader market sometime before 2015.

"Marvell's differentiated solution empowers Hanwang to give consumers—in China and around the world—a new generation of eReaders with mass market appeal—better performance at a better price," says Mr. Yingjian Liu, Hanwang chairman and CEO. "Marvell's leading technology aligns perfectly with Hanwang's plan to deliver affordable eReaders to a worldwide market eager for better value."

The first models of Hanwang's next generation eReaders will be available from Hanwang in calendar 3Q2010. The ultra thin and portable devices will be introduced at Computex in the Hanwang booth: Nangang, N210. For more information about the ARMADA 166E, please visit <http://www.marvell.com/products/processors/armada.html>.

About Hanwang

Hanwang developed and launched its first eReader in 2008. Today, Hanwang is the leader in China's eReader market with 66 percent market share in Q1 2010, and the world's second largest eReader manufacturer in the world. Hanwang is a world-leading company in intelligent pattern recognition technology and a professional provider in the design and development of handwriting recognition, Optical Character Recognition (OCR) and biometric recognition related products, such as eReaders, pen tablets and display tablets, components and biometric solution (face ID). For more information, please visit <http://www.hanvon.com/en>.

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 <http://www.marvell.com>.

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