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Marvell and ZTE Introduce the Next-Generation of China Mobile's Best Selling Smartphone

ZTE's new U880E for China Mobile features Marvell's PXA920H Single-Chip TD-SCDMA Solution

SANTA CLARA, Calif., May 21, 2012 /PRNewswire/ -- [Marvell](#) (Nasdaq: MRVL) and ZTE, today announced a new Time Division Synchronous Code Division Multiple Access (TD-SCDMA) smartphone – the sub 1,000 RMB U880E – for China Mobile, the world's largest carrier with more than 650 million subscribers, expanding the companies' long-standing collaboration that delivers affordable, innovative mobile devices to the Chinese market. The U880E is the next-generation of ZTE's U880, also powered by Marvell, which is currently one of the best-selling 1,000 RMB smartphones in China.

(Photo: <https://photos.prnewswire.com/prnh/20120521/SF10449>)

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

"The strategic partnership between ZTE and Marvell has been a key driver of the widespread adoption of affordable smartphones by Chinese consumers. I'm so pleased to see the phenomenal success of the original ZTE U880. This is not only evidence of the technical advantages of the TD-SCDMA standard, but also is representative of the innovation made possible through global collaboration," said Weili Dai, Co-founder of Marvell. "ZTE's new U880E, featuring the Marvell® PXA920H single-chip solution, extends the technology and cost benefits to a new generation of smartphones and further solidifies Marvell's continued success in driving the mass adoption of TD-SCDMA smartphones in China."

"I believe the introduction of the next generation of ZTE's U880E is a game-changer for the mass adoption of China Mobile's 3G smartphones. Our collaboration with Marvell continues to raise the technology bar for the entire industry, bringing consumers powerful performance, premium design and quality – all at an attractive price point," said Wang Yong, vice president of ZTE Corporation.

The U880E, which is immediately available to China Mobile subscribers, features Marvell's industry-first single-chip PXA920H solution, a highly integrated 3G platform with TD-SCDMA and GSM/EDGE support designed for multimedia-centric devices. The handset features a 1 GHz Marvell CPU – an upgrade from the previous generation's 806MHz CPU – and Marvell's high-performance TD-SCDMA protocol stack. Armed with a 4-inch screen size, the U880E offers a compelling user experience in web browsing, social networking and multimedia activities.

"According to the updated data from Sino Market Research, the sales volume of U880 still leads among all the TD smart phones and is ranked the third among all 3G mobile phones. Compared with the strategy in the era of feature phones, the strategy for enhancing brand awareness in the era of smart phones is of great importance. The U880 has achieved good brand recognition, which will help the U880E to extend the glory," said Mr. Suny Sun, Vice General Manager and Senior Analyst, Sino Market Research Ltd.

Product Highlights

- Marvell PXA920H 1GHz CPU communications platform
- Marvell Avastar™ 88W8787 Wi-Fi, Bluetooth, and FM enabled; 802.11n compliant
- Marvell Mobile Hotspot capability
- Marvell PM8607 integrated audio and power management
- Marvell's robust and field-proven TD-SCDMA protocol stack
- Marvell RF808 RF transceiver
- Android Gingerbread 2.3 operating system
- 10.8 millimeters thick
- 4-Inch WVGA High Definition Screen
- 4G eMMC ROM+512 MB RAM
- CMMB+MBBMS2.0 Mobile TV

For more information about the Marvell PXA920H, please visit <http://www.marvell.com/communication-processors/> or contact a sales representative.

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.

About ZTE

ZTE is a publicly-listed global provider of telecommunications equipment and network solutions with the most comprehensive product range covering virtually every telecommunications sector, including wireless, access & bearer, VAS, terminals and professional services. The company delivers innovative, custom-made products and services to over 500 operators in more than 140 countries, helping them to meet the changing needs of their customers while growing revenue. In 2011, ZTE's revenue increased by 29 per cent to USD13.7 billion. Its overseas operating revenue grew 30 per cent to USD 7.4 billion during the period, accounting for 54.2 per cent of overall operating revenue. ZTE commits 10 per cent of its annual revenue to research and development and has leadership roles in several international bodies devoted to developing telecommunications industry standards. ZTE is committed to corporate social responsibility and is a member of the UN Global Compact. The company is China's only listed telecom manufacturer that is publicly traded on both the Hong Kong and Shenzhen Stock Exchanges (H share stock code: 0763.HK / A share stock code: 000063.SZ). For more information, please visit www.zte.com.cn.

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