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Marvell's Breakthrough mPrint Wi-Fi Module Enables Seamless Mobile Cloud Printing for Millions of Existing Printers

Marvell's affordable USB plug-in Wi-Fi Module allows consumers to easily print content from their Smart mobile devices anytime, anywhere

LAS VEGAS and SANTA CLARA, Calif., Jan. 8, 2013 /PRNewswire/ -- Today at the Consumer Electronics Show (CES), [Marvell](http://www.marvell.com) (Nasdaq: MRVL) announced the Marvell® mPrint Wi-Fi Module. The mPrint Module is a low-cost, plug-in adapter that enables consumers to add a broad range of wireless connectivity and mobile printing functionality to any printer. More cloud content is accessed on Smart mobile devices today than ever before but until now, consumers have been unable to utilize their existing print infrastructure using their mobile devices. The mPrint module allows consumers to easily print their content from their Smart mobile devices on existing printers, reducing waste and preserving their investment in existing printers and consumables. By enabling a simple and seamless mobile cloud printing experience, Marvell continues its leadership in giving consumers anytime, anywhere access to their content in all forms.

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

"I believe that Marvell is revolutionizing the mobile cloud printing industry with our new mPrint Module. The mPrint Module at once brings billions of legacy printers back to life with a seamless mobile cloud printing experience for today's 'Smart technology' savvy consumers so that they can now quickly, easily and affordably print their content, from photos to movie tickets to presentations, anywhere from their Smart mobile devices," said Weili Dai, Co-Founder of Marvell. "I am very proud of our engineers for their foresight, innovation and contribution to the new era of the digital lifestyle."

Many existing printers pre-date Wi-Fi technology or do not support the evolving standards for printing from mobile devices. The mPrint Module supports traditional computing hardware such as laptops and desktops through a USB passthrough mode implemented in the module. iOS-, Android- and Windows-based mobile devices connect to the module over Wi-Fi – allowing customers to easily print their mobile content.

The mPrint Module features:

- Marvell Avastar® 88W8782 system-on-chip (SoC), a highly integrated low-power chip featuring 802.11 wireless radio, baseband, MAC, CPU, memory, host interface and implicit TX beamforming technology.

- Marvell's 88PA6110 low-cost printer SoC, which includes a 600MHz ARM Cortex-R4 CPU and other integrated features to enable a low-cost bill of materials (BOM).
- Marvell's mPrint Platform with Wi-Fi CERTIFIED Wi-Fi Direct technology.

The module extends Marvell's mPrint Platform and is forward-compatible with evolving mobile print standards and printer platforms. The mPrint Module will be available through original equipment manufacturers (OEMs) participating in Marvell's mPrint Driver Integration Program, ensuring the platform supports popular consumer printer brands, and through managed service providers.

Marvell will showcase the mPrint Module at CES, at the Las Vegas Convention Center, January 8-11, 2013, in booth No. 31423, located on the upper level of South Hall 3.

About Marvell

Marvell (NASDAQ: MRVL) is a global leader in providing complete silicon solutions enabling the digital connected lifestyle. From mobile communications to storage, cloud infrastructure, digital entertainment and in-home content delivery, Marvell's diverse product portfolio aligns complete platform designs with industry-leading performance, security, reliability and efficiency. At the core of powerful consumer, network and enterprise systems, Marvell empowers partners and their customers to always stand at the forefront of innovation, performance and mass appeal. By providing people around the world with mobility and ease of access to services adding value to their social, private and work lives, Marvell is committed to enhancing the human experience.

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