Marvell and Harman Team Up to Bring Advanced Wi-Fi Connected Solutions to Automotive Industry

SANTA CLARA, Calif., /PRNewswire-FirstCall/ -- Marvell and HARMAN today announced they are enabling automakers to offer integrated Wi-Fi connectivity via award-winning Marvell® Mobile Hotspot (MMH™) technology. The 2010 Audi A8 is the first automobile on the market to feature a factory-installed mobile hotspot, representing a significant milestone for in-car Internet technology. The 2010 Audi A8 with MMH technology is now available in Europe.

Marvell and Harman Automotive integrated MMH technology into the Audi vehicle through a built-in WLAN module, enabling high speed online and internet access via cellular link or Bluetooth connected mobile devices. The MMH technology implements a full-featured, WLAN access point integrated entirely on the wireless chip.

The technology integrated into Harman connectivity system realizes a full-featured local Wi-Fi mobile hotspot within the vehicle, giving passengers access to Web-based services. Up to eight devices can be supported, from Smartphones to high-performance tablets and other advanced mobile devices like Wi-Fi enabled digital cameras, laptops and portable gaming devices.

"I believe today's consumers want the convenience of seamless connectivity and live content whenever and wherever they choose - whether in the home, office, classroom or automobile. Marvell is proud to be the industry driver of this new 'connected mobility' revolution," said Weili Dai, Marvell's co-founder and vice president and general manager of the Consumer and Computing Business Unit.

"Harman's solution for the Audi A8 sedan is a perfect example of using Marvell's live, always-on technology to bring the car fully into the broader connected ecosystem. Marvell's connectivity technologies transform the car into a mobile office and entertainment center, making accessible everything from productivity tools to passenger gaming and live media experiences. Finally, the car is connected to the rest of our lives."

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