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Marvell Launches Qdeo Video Processing, Delivering Rich High-Definition Video Quality for an Immersive Viewing Experience

A Suite of Advanced Video Processing Technologies Render Images in 1080p Full-HD from Sources Ranging from iPods to Blue-Laser Players

SANTA CLARA, Calif., Sept. 5 /PRNewswire-FirstCall/ -- Marvell (Nasdaq: MRVL), a leader in storage, communications and consumer silicon solutions, today announced the release of its new Qdeo(TM) brand, featuring a suite of advanced video processing technologies that provide immersive, high- definition viewing experiences on digital televisions, regardless of the content source. The debut of Qdeo (http://www.marvell.com/qdeo) enables users to enjoy content from standard-definition, high-definition, or Internet sources in full 1080p high-definition resolution, free of noise and artifacts, marking a new standard in video processing.

(Logo: http://www.newscom.com/cgi-bin/prnh/20070905/AQW167LOGO)

Available for integration into a wide range of devices, from portable media HD video docks and digital media adapters to set-top boxes, A/V receivers, digital TVs, and Blu-Ray/HD-DVD players and recorders, Qdeo efficiently renders a quiet, natural, and vivid image that sets a new standard for HD entertainment. Qdeo-enabled devices will be marked by the authorized Qdeo logo.

Industry leaders weigh in on the benefits of Qdeo:

"I have been deeply impressed by the Qdeo technology," said Reiji Asakura, eminent digital media critic and vice chairman of the Society of Picture Quality Engineers in Japan, "The image quality it generates is excellent, with great detail and clarity, providing consumers with a first-rate experience."

"As a key innovator in the development of high-quality, award-winning audio and video equipment for the past 30 years, we strive to incorporate technologies that meet our high standards," said Robert Stuart, chairman, co- founder and technical director of Meridian Audio Ltd., the leading UK-based manufacturer of high-end audio, video, and home-theatre systems and components. "We are proud to feature Marvell's Qdeo superb video processing technology in our latest generation of high-quality Meridian home-theatre solutions and are delighted that Qdeo meets the Meridian standard of innovation and quality."

"Consumers are acquiring their entertainment content from an increasingly wider range of sources," said John E. Johnson, Editor-in-Chief, Secrets of Home Theater and High Fidelity, "The consumer electronics industry has been challenged by having to render this content on

a new generation of digital televisions. Qdeo processing excels in both delivering a quality high- definition video experience from low-resolution material and in rendering a stunning 1080p image from the latest blue-laser discs. I am really impressed!"

"As HDTV displays grow in size, resolution, contrast and brightness, consumers are beginning to demand content that provides an immersive viewing experience that is free from the artifacts and noise that conventional video processing produces," said Dr. Nikhil Balram, vice president and general manager of Marvell's Digital Entertainment Business Unit in the Communications and Consumer Business Group. "Buying a product with the Qdeo brand brings consumers a new era in video quality, delivering a rich image for full 1080p viewing in a pristine form, removing artifacts, noise, 'jaggies,' and other distractions that can seriously degrade the viewing experience."

Qdeo delivers rich high-definition video quality through a suite of advanced QuietVideo(TM) processing technologies. Featuring advanced per-pixel motion-adaptive 3D de-interlacing for HD and SD video, as well as per-pixel noise and compression artifact reduction, Qdeo removes "jaggies," feathering, video noise, and compression artifacts for quiet, natural images without distraction. Qdeo technology also delivers details in darker scenes with Adaptive Contrast Enhancement (ACE) and renders vivid colors through Intelligent Color Remapping (ICR), providing a rich video experience for users regardless of the content source.

First Product Powered by Qdeo to Debut

The first product to take advantage of Qdeo processing and to display the Qdeo logo is the Meridian(R) iRIS(TM) HD video dock, enhancing and upconverting iPod video to 1080p full HD for viewing on digital TVs. Using its advanced suite of QuietVideo technologies, Qdeo suppresses the artifacts and noise readily observed when the low-resolution iPod video is viewed on digital TV through conventional video processing. At the same time, Qdeo recovers the contrast, detail, and color of the original material, and intelligently scales the content for immersive, large-screen viewing.

For more information on Qdeo, visit http://www.marvell.com/qdeo.

About Marvell

Marvell (Nasdaq: MRVL) is the leader in 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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