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Marvell Announces Comprehensive LCD-TV Chassis Reference Design Powered by Qdeo Video Processing

Turnkey Hardware/Software Solution with Award-Winning Video Processing Enables Rapid Time-to-Market of Richly Featured LCD-TVs

LAS VEGAS, Jan. 7 /PRNewswire-FirstCall/ -- CES 2008 -- Marvell (Nasdaq: MRVL), a leader in storage, communications, and consumer silicon solutions, today announced the 88DE2710-WX, a complete HD-ready hardware and software solution LCD-TV chassis. Featuring the Marvell(R) 88DE2710 digital video format converter with Qdeo(TM) video processing, the 88DE2710-WX reference design delivers consistent, immersive viewing experiences with all types of content and video sources.

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

"Led by developing markets such as China and India, consumer demand for HD-ready flat panel display TVs is driving the continued growth in the LCD-TV sales, whose total market is projected to pass worldwide annual sales of 115Mu in 2009," said Ross Young, president of DisplaySearch, the leading display market research firm. "Marvell has built a solid reputation for its quality video processing and as a proven supplier of IC solutions in high-volume markets is well positioned to be a key player in this growing market."

The 88DE2710-WX is a feature-packed HD-ready reference design developed for LCD-TVs. Featuring the award-winning Qdeo video processing and its comprehensive suite of advanced video processing technologies, the 88DE2710-WX provides quiet, natural video free of artifacts and noise. Additional features include Marvell's multi-window technology for viewing up to four favorite programs in a single screen; dual-HDMI v1.3 inputs; superior audio processing capabilities; dual silicon tuners with fast RF (radio-frequency) channel scan and tuning; and high-resolution OSD drawing capability using a 200MHz dedicated processor.

"We designed the 88DE2710-WX as a comprehensive best-in-class solution for the burgeoning DTV market," stated Dr. Nikhil Balram, vice president and general manager of the Digital Entertainment Business Unit, Marvell. "This reference design provides a host of cutting-edge hardware and software technologies that deliver an unparalleled home theater experience, illustrating the range of our Qdeo video processing technology."

An Onida Xaria 42" LCD-TV featuring the 88DE2710-WX is currently being demonstrated inside the Marvell booth at the Consumer Electronics Show.

About Marvell

Marvell (Nasdaq: MRVL) is a leader in the 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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