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Marvell Award-Winning Qdeo Video Processing Adopted by Pioneer Elite BDP-09FD Blu-ray Disc Player

Marvell 88DE2710 delivers immersive viewing experience for Blu-ray and DVD content

SANTA CLARA, Calif., Nov. 11 /PRNewswire-FirstCall/ -- Furthering the integration of Marvell technology into leading consumer electronics devices, Marvell (Nasdaq: MRVL) today announced that the Marvell(R) 88DE2710 digital video format converter with Qdeo(TM) video processing (http://www.ClearlyQdeo.com) is one of the key components of the Pioneer Elite BDP-09FD. This second generation Blu-ray player from Pioneer offers a high- quality 1080p image, vivid true-to-life pictures, and a completely immersive home-theater experience.

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

At the core of the Marvell 88DE2710, Qdeo delivers rich, high-definition video quality through a suite of advanced QuietVideo(TM) technologies, providing quiet and natural video, free of noise and artifacts. Per-pixel noise and compression artifact reduction removes noise inherent in digital video. Per-pixel motion-adaptive 3D de-interlacing removes jaggies and eliminates feathering.

"The Blu-ray disc player by Pioneer gives consumers an immersive viewing experience for their Blu-ray and DVD content, in addition to the internet-based content made possible by the BD-Live feature," said Gaurav Shah, director of marketing for the Digital Entertainment Business Unit, Communications and Consumer Business Group at Marvell.

This Pioneer Elite Blu-ray disc player is the second generation player by Pioneer, and the first generation product to use the Marvell 88DE2710 with Qdeo processing. The Pioneer Elite BDP-09FD is Pioneer's first BD profile 2.0 player, with integrated Ethernet for full BD-Live playback capabilities. The Pioneer Elite Blu-ray disc player will be available in the near future.

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

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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