May 31, 2010

Marvell Introduces '3D by Marvell'

Your World Sharper: award-winning ARMADA 1000 supports 3D Blu-ray playback

TAIPEI, Taiwan, May 31 /PRNewswire-FirstCall/ -- Computex -- Marvell (Nasdaq: MRVL), a worldwide leader in integrated silicon solutions, today introduced "3D by Marvell", support for 3D Blu-ray playback integrated in the ARMADA™ 1000 High Definition (HD) Media Processor System-on-a-Chip (SoC). With Marvell's forward thinking and innovative mindset, the ARMADA 1000 HD Media Processor, 88DE3010, is designed to deliver an immersive digital entertainment experience that equips manufacturers with the tools needed to support 3D content in the comfort of consumers' homes in devices like Blu-ray players, HD Set-Top-Boxes (STBs), digital media adaptors, and 3D digital TVs.

With major Hollywood content producers, broadcasters, and satellite operators ramping up to deliver 3D theatrical elements to theaters and homes—consumer electronic manufacturers will need to gear up for the upcoming 3D revolution by offering platforms and solutions that deliver on the growing demands of 3D expectations and experiences of millions of viewers. According to a recent Informa Telecoms and Media report, 22.5 million viewers are expected to tune their TVs sets to new media of 3D by 2015.

(Photo: http://www.newscom.com/cgi-bin/prnh/20100531/SF13064)

(Logo: http://www.newscom.com/cgi-bin/prnh/20070411/SFW034LOGO)

"Demand for 3D gaming, movies, and other home entertainment uses is growing. Consumers want to enjoy theatrical 3D experiences in the home," said Gaurav Shah, Interim General Manager of the Digital Entertainment Business Unit, Communications and Consumer Business Group at Marvell Semiconductor, Inc. "Marvell's innovative technologies are pivotal components in fulfilling these growing consumer demands for 3D content. Marvell's high performance, low-power and scalable ARMADA 1000 HD media processor is designed to make it easier and more affordable for manufacturers to deliver Blu-ray 3D experiences to consumers' living rooms."

3D by Marvell and the ARMADA 1000 HD media processor will be demonstrated at the Computex Taipei 2010 international tradeshow in Taiwan, Taipei, from June 1-5 at the Marvell booth #T101C located in the Taipei International Convention Center (TICC).

About ARMADA 1000

The award-winning Marvell ARMADA 1000 HD Media Processor SoC targets network-connected consumer electronics applications and is designed to enable multiple networked applications and many operating system frameworks, in conjunction with high performance, immersive viewing experiences for the next generation of connected high definition consumer electronics platforms. The ARMADA 1000 features dual CPU cores running frequencies up to 1.2 GHz, an award-winning Qdeo™ video processing pipeline, dedicated

hardware acceleration for multi-format video and audio decoding, and support for a comprehensive set of peripherals.

About Qdeo Technology

Qdeo video processing, delivers rich, high-definition quality through a suite of advanced QuietVideo™ technologies, providing quiet, natural video free of noise and artifacts. Per-pixel noise and compression artifact reduction removes noise inherent in digital video, and per-pixel motion-adaptive 3D de-interlacing removes jaggies and eliminates feathering. Adaptive Contrast Enhancement and Intelligent Color Remapping render rich and vivid images. For more information on Qdeo, visit www.ClearlyQdeo.com.

About Marvell

Marvell (Nasdaq: MRVL) is a world leader in the development of storage, communications, and consumer silicon solutions. Marvell'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 term "Marvell" refers to Marvell Technology Group Ltd. and its subsidiaries. For more information, visit http://www.marvell.com.

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For Further Information Contact:

Marvell Media Relations	Marvell Investor Relations
Tate Tran	Jeff Palmer
Tel: 408-222-7522	Tel: 408-222-8373
tate@marvell.com	jpalmer@marvell.com

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