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Marvell Qdeo Video Processing Delivers Immersive HD Experience on the Onida 42" Xaria LCD-TV

Marvell 88DE2710 Digital Video Format Converter Powers Premium Quality Video on LCD Televisions

LAS VEGAS, Jan. 7 /PRNewswire-FirstCall/ -- CES -- Marvell (Nasdaq: MRVL) today announced that its award-winning Qdeo(TM) video processing is a featured technology of the Onida 42" Xaria LCD-TV, developed for the emerging markets of India and the Gulf countries. Part of the Marvell(R) 88DE2710 digital video format converter, Qdeo delivers quiet, natural video free of artifacts and noise, enhances the color, and intelligently scales all video inputs into a high-definition format.

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

"Our new 42" Xaria LCD TV powered by Marvell's Qdeo delivers an outstanding HD experience to our consumers," stated Mr. Vivek Sharma, vice president of Marketing and Sales, Onida. "By providing a strong reference design based on the 88DE2710 and excellent support, Marvell has enabled us to bring a premium product to market in record time."

The 88DE2710 enables the highest quality image for all sources including RF, composite, component, and HDMI inputs. At the core of the 88DE2710, Qdeo delivers rich high-definition video quality through a suite of advanced QuietVideo(TM) technologies, providing quiet, 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 prevents jaggies and eliminates feathering. Intelligent Color Remapping (ICR) renders rich and vivid images. The Onida Xaria LCD TV also features a Qdeo setting in the on-screen display, providing the optimal setting for a consistent, immersive viewing experience across all types of contents and sources.

"The Onida Xaria LCD-TV illustrates the versatility of Marvell's comprehensive suite of video processing technologies," stated Dr. Nikhil Balram, vice president and general manager of the Digital Entertainment Business Unit, Communications and Consumer Business Group at Marvell. "Our Qdeo processing has been featured in a variety of consumer electronics devices including HD docks, Blu-ray/HD-DVD players, Blu-ray recorders, A/V receivers, and now LCD televisions."

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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