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Marvell's High Definition Video Processing Technology Selected for Mitsubishi's Next-Generation Digital TV Platform

SANTA CLARA, Calif., Sept. 30 /PRNewswire-FirstCall/ -- Marvell (Nasdaq: MRVL), a leader in storage, communications and consumer silicon solutions, today announced that its 88DE2710 digital video format converter is a featured component of Mitsubishi's next-generation digital TV platform for the Japan market, slated to launch in 2009. The Marvell(R) 88DE2710 digital video format converter received a 2007 EDN Innovation Award for outstanding product innovation in the category of "Multimedia ICs," and features Marvell's award-winning Qdeo(TM) video processing technology, delivering premium-quality HD video to the home theater.

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

"We are extremely pleased that Mitsubishi has selected the 88DE2710 for this exclusive DTV model," said Dr. Nikhil Balram, vice president and general manager of the Digital Entertainment Business Unit, Communications and Consumer Business Group at Marvell. "The 88DE2710 is utilized in a wide array of consumer electronics devices, including Blu-ray players and recorders, MP3 docks, AV receivers and HD-ready LCD-TVs. This design-win in DTV expands the horizon of the 88DE2710 into yet another consumer electronics market segment and highlights the versatility of our Qdeo technology."

The 88DE2710 enables a high 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 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 3-D de-interlacing prevents jaggies and eliminates feathering. Adaptive Contrast Enhancement (ACE) and Intelligent Color Remapping (ICR) render rich and vivid images.

For more information on the 88DE2710 and Qdeo video processing, visit http://www.ClearlyQdeo.com.

About Marvell

Marvell (NASDAQ: MRVL) is a 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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