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Marvell Qdeo Video Processing Powers Premium Onida Xaria Full-HD LCD-TV

Marvell 88DE2710 Digital Video Format Converter Expands Onida Xaria LCD Television Line with Full-HD Model

SANTA CLARA, Calif., Dec. 17 /PRNewswire-FirstCall/ -- Marvell (Nasdaq: MRVL) today announced that its award-winning Qdeo(TM) video processing is a featured technology of the Onida 42" Xaria Full-HD (1080p) LCD-TV. At the core of the Marvell(R) 88DE2710 digital video format converter, Qdeo delivers quiet and natural video, free of artifacts and noise, enhances the color, and intelligently scales all video inputs into a full-HD 1080p format.

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

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

"For our premium Xaria full-HD LCD-TV our customers expect outstanding HD performance and advanced features," stated Mr. Hiren Merchant, Head of Display Division, Onida. "Marvell delivered with industry-leading Qdeo quality and a complete reference design with multi-media playback capabilities."

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.

"For its premium LCD-TV, Onida required a best-in-class technology," stated Atul Batra, senior director of Worldwide Systems and Applications Group of the Digital Entertainment Business Unit, at Marvell. "Their selection of Qdeo Video Processing further validates this technology as a leading solution in today's market."

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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