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Marvell Qdeo Video Processing Powers LG BH200 HD DVD/Blu-ray Player

Marvell 88DE2710 Digital Format Converter Delivers Quiet, Natural Video in Full-HD 1080p Resolution

SANTA CLARA, Calif., Oct. 10 /PRNewswire-FirstCall/ -- Marvell (Nasdaq: MRVL), a leader in storage, communications, and consumer silicon solutions, today announced that the Marvell(R) 88DE2710 digital video format converter with Qdeo(TM) video processing (<http://www.marvell.com/qdeo>) is a featured component of the LG BH200 Super Blu(TM) player. LG's second-generation Super Blu player supports both Blu-ray disc and HD DVD playback, and features Marvell's Qdeo video processing, delivering immersive viewing experiences by rendering video content in its most pristine form, at full-HD 1080p resolution.

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

"Marvell's superb video processing technology meets the high standard of innovation and quality that consumers expect from our flagship home video product," said Kim WaeYeul, chief research engineer and HAV group leader, LG Digital Media Research Lab, "By utilizing Qdeo, our second-generation, dual-format Super Blu player is able to deliver the highest quality full-HD video to the home theater."

At the core of the Marvell 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 removes jaggies and eliminates feathering. Adaptive Contrast Enhancement (ACE) and Intelligent Color Remapping (ICR) render rich and vivid images.

"The BH200 represents LG's continuing commitment to provide consumers with the most flexible, best-in-class, high-definition media player," stated Dr. Nikhil Balram, Vice President and General Manager of the Digital Entertainment Business Unit, Communications and Consumer Business Group at Marvell. "Marvell believes that our Qdeo technology builds on the LG commitment to excellence by delivering superior quality video that is quiet, natural, and free of distractions."

LG's new high-definition player is capable of Blu-ray disc and HD DVD playback with advanced BD-Java and HDi interactivity, enabling consumers to choose from the widest variety of HD content regardless of disc format. The player also features a "Qdeo" setting in the on-screen display that provides users with a simple path to the optimal settings for consistently immersive viewing experiences.

For more information on Qdeo, visit <http://www.marvell.com/qdeo>.

About Marvell

Marvell (Nasdaq: MRVL) is a leader in 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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