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Marvell and Videon Central Collaborate to Enable Qdeo-Powered Blu-ray Platform for High-End Home Theaters

Turn-key platform enables OEMs to bring high quality Blu-ray players to market

SANTA CLARA, Calif., May 28 /PRNewswire-FirstCall/ -- Marvell (Nasdaq: MRVL), a leader in storage, communications, and consumer silicon solutions, and Videon Central, a leading provider of Blu-ray Disc and DVD product solutions, today announced a collaboration to deliver a Blu-ray Disc playback platform aimed at meeting the stringent video quality requirements of the high-end home theater market. The platform comprises of Videon Central's production-ready small form factor Blu-ray and DVD decoder board and industry proven middleware stack, coupled with the Marvell(R) 88DE2750 digital video format converter with second-generation award-winning Qdeo(TM) processing. The platform supports BD-Bonus View (profile 1.1) and BD-Live (profile 2.0) as well as legacy red laser media such as DVD, DVD-VR, SVCD, VCD, and CDDA. This turn-key offering is designed to enable OEMs to quickly bring to market world-class high definition video in high-end home theater products.

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

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

"Videon chose Marvell and its Qdeo technology because we believe they offer the best image quality and the most flexible implementation for our Blu-ray platform," said Todd Erdley, President and CEO of Videon Central. "We are excited to bring cutting-edge new video technologies like Qdeo True Color to our customers."

"Marvell's 88DE2750 with its second-generation of Qdeo processing raises the bar for best-in-class video processing," stated John E. Johnson, Editor-in-Chief, Secrets of Home Theater and High Fidelity. "I am delighted to see it becoming readily available to the high-end home theater market in the form of this versatile and powerful reference platform."

"We are very happy to be working with a company like Videon Central, which has a track record of delivering high-quality consumer video platforms ranging from DVD to Blu-ray," said Dr. Nikhil Balram, vice president and general manager for the Digital Entertainment Business Unit, Communications and Consumer Business Group at Marvell Semiconductor, Inc. "We expect Videon Central's platform will enable OEMs to provide a great viewing experience for high-end consumers."

About Qdeo Technology

Qdeo video processing, delivers rich, high-definition 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, 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 <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>.

About Videon Central, Inc.

Videon is a leading supplier of digital video solutions with a unique business model that complements the needs of its customers and partners. Videon provides intellectual property, engineering design, system integration, and product qualification services to major semiconductor and original equipment manufacturers. In addition, Videon is an original design manufacturer (ODM) with experience and expertise in the creation of custom products from high-end home theater to in-flight entertainment systems, such as: DVD and Blu-ray Disc players, LCD displays, servers, and audio/video distribution equipment.

Marvell(R) is a registered trademark of Marvell and/or its affiliates. Qdeo(TM) and QuietVideo(TM) are trademarks of Marvell and/or its affiliates. Other names and brands may be claimed as the property of others.

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