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Marvell Debuts Family of Single Chip Hybrid Demodulators for Integrated Digital Televisions

Marvell 88DE8020 demodulates DVB-T, DVB-C, NTSC/PAL/SECAM signals from terrestrial and cable networks.

BERLIN, Sept. 3 /PRNewswire-FirstCall/ -- Marvell (Nasdaq: MRVL), an industry leader in storage, communications and consumer silicon solutions, today announced the Marvell(R) 88DE80xx family of hybrid demodulators. The Marvell 88DE8020 and 88DE8025 are the first in a family of solutions that Marvell is developing for worldwide TV Radio Frequency (RF) sub-systems. The 88DE8020 and 88DE8025 are single chip hybrid demodulators for Digital Video Broadcasting (DVB) and analog video broadcasting worldwide. The 88DE8020/88DE8025 demodulates Intermediate Frequency (IF) signals from the hybrid tuner and generates Digital Transport Stream and Analog Composite Video with Sound Intermediate Frequency (SIF). The Marvell-designed integrated RF sub-system is designed to enable TV makers to develop a single TV controller chassis for worldwide needs and localize it with region specific tuners and demodulators.

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

Measuring only 7 mm x 7 mm in a 48-pin QFN package, the Marvell 88DE8020 features very high level integration for the demodulation of Digital Video Broadcasting - Cable (DVB-C), Digital Video Broadcasting - Terrestrial (DVB-T) (Annex A and C) and NTSC/PAL/SECAM. The 88DE8025 is a pin-compatible subset of the 88DE8020 supporting analog and DVB-T demodulation for applications that do not require DVB-C. Typically, TV makers need to provide multiple SAW filters, and separate analog and digital demodulators for integrated digital televisions (iDTVs) that support hybrid terrestrial and cable networks in DVB countries. The high level of integration in the Marvell 88DE8020 is designed to enable TV manufacturers to develop RF sub-systems that have lower cost, lower power and a slimmer profile.

"Demodulator performance is one of the critical blocks for an immersive viewing experience for digital television sets," said Dr. Nikhil Balram, Vice President and General Manager of the Digital Entertainment Business Unit, Communications and Consumer Business Group at Marvell Semiconductor, Inc. "We believe the Marvell 88DE80xx solutions for worldwide RF sub-system market to enable our customers to achieve robust reception under varying signal conditions like multi-path, adjacent and co-channel interference and impulse channel noise with Marvell's proprietary ClearRF(TM) technology, while also achieving lower cost and lower power through our high integration."

"I am very impressed with the analog and digital reception performance of the Marvell hybrid demodulator in demodulating our field capture test suites covering Europe including multiple

simultaneous impairments," said Keith Potter, CEO of Digital TV Labs, an independent DTV testing authority for DVB receivers in Bristol, UK.

"The demand for single chip hybrid demodulator continues to grow as people are always looking for better viewing experiences," said Paul O'Donovan, Principal Analyst for Gartner's Technology and Service Provider Research group. "The European market for integrated television sets in the home are expected to grow from approximately 10 percent to 42 percent of the total worldwide demand over the next five years, confirming Europe's commitment to digital broadcasting."

At the IFA 2009 tradeshow in Berlin, Marvell will demonstrate a cost-effective RF sub-system for DVB iDTVs. The demonstration will be at Marvell's Crowne Plaza Suite. Please contact a Marvell representative for more information. A complete evaluation kit with documentation, firmware and Nordig, D-Book and E-Book test results is available upon request.

The Marvell 88DE802x parts are sampling now and will be shipping in the first calendar quarter. Budgetary pricing for 88DE8020 and 88DE8025 are respectively \$3.25 and \$2.75 for quantities of 500K units or more.

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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