

November 24, 2009



# Marvell Qdeo Video Processor Powers LCD TVs Equipped with Blu-ray Disc Recorder

## Marvell's 88DE2710 Digital Video Format Converter Drives an Immersive Viewing Experience for Mitsubishi Electric REAL BHR 300 Series

SANTA CLARA, Calif., Nov. ( )24 /PRNewswire-FirstCall/ -- Marvell (Nasdaq: MRVL), a world leader in storage, communications, and consumer silicon solutions, today announced that its award-winning Qdeo(TM) video processing is a featured technology in Mitsubishi Electric "REAL BHR" Series TVs, LCD TVs equipped with a built-in Blu-ray disc recorder. The LCD-32BHR300 and LCD-37BHR300 both incorporate the Marvell® 88DE2710 digital video format converter, which removes compression and analog noise, de-interlaces and scales the image, and applies adaptive contrast, edge, and color enhancements to produce a quiet and immersive full HD (1080p) image for all video inputs.

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

"Mitsubishi Electric chose Marvell's Qdeo video processing technology to render a world-class HD picture from a variety of external sources and built-in BD/HDD recorder," said Atul Batra, Senior Director for DTV Product and Customer Management for the Digital Entertainment Business Unit at Marvell. "When coupled with their best-in-class audio performance and industrial design, Mitsubishi Electric REAL BHR LCD TV offers a high quality home theater experience for the living room."

Mitsubishi Electric BHR300 37-inch and 32-inch HDTVs are both equipped with a 320 GB HDD and a Blu-ray disc burner. Other features include SD/SDHC, iLink, USB connectivity, and Voice Guided EGP solution. The unique HDTV series is now available only for the Japanese market.

### *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 Mitsubishi Electric*

With over 85 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TYO: 6503) is a recognized world leader in the manufacture, marketing and sales of

electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. The company recorded consolidated group sales of 3,665.1 billion yen (US\$ 37.4 billion\*) in the fiscal year ended March 31, 2009. For more information visit <http://global.mitsubishielectric.com>

\*At an exchange rate of 98 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2009

### *About Marvell*

Marvell (NASDAQ: MRVL) is a world 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>.

Marvell and the M logo are registered trademarks of Marvell and/or its affiliates. Qdeo and QuietVideo are trademarks of Marvell and/or its affiliates. Other names and brands may be claimed as the property of others.

### For Further Information Contact:

|                                                        |                                                                |
|--------------------------------------------------------|----------------------------------------------------------------|
| Marvell Media Relations                                | Marvell Media Relations                                        |
| Tate Tran                                              | Diane Vanasse                                                  |
| Tel: 408.222.7522                                      | Tel: 408.242.0027                                              |
| <a href="mailto:tate@marvell.com">tate@marvell.com</a> | <a href="mailto:dvanasse@marvell.com">dvanasse@marvell.com</a> |

SOURCE Marvell