

## **Marvell Technology Integrates Sorenson Spark Video Decoder into Platform Solutions**

SAN DIEGO --(BUSINESS WIRE) -- Sorenson Media recently announced that the Sorenson Spark Software Developers Kit (SDK) has been licensed by Marvell Technology to incorporate the Sorenson Spark decoder in Marvell products. Sorenson Spark will be included in the company's platform solutions designed to scale with set-top boxes, media players, e-readers, netbooks, smart phones, high-performance tablets and other advanced mobile devices.

Sorenson Spark is the industry's most ubiquitous video codec and was the first codec used in Macromedia Flash, now Adobe Flash. The decoder exclusively enables the playback of hundreds of millions of videos on the Internet, including those on YouTube, the single largest online video destination today. The Sorenson Spark SDK allows developers to integrate the Sorenson Spark decoder into a wide array of programmable chipsets and semiconductors. The kit is designed to provide Sorenson Spark decoding on any platform, including custom silicon.

Marvell is a leading fabless semiconductor company with expertise in microprocessor architecture. Marvell's multiple platforms include networked Blu-ray players, set-top boxes, media players, mobile and wireless, and high volume storage solutions. These are used to power the complete value chain of mobile and wireless devices.

"Marvell is a technology leader, driving highly efficient and scalable platform solutions for consumers worldwide," said Douglas Cebik, director of business development of Sorenson Media. "Now, the company's high performance mobile platforms will be able to play Internet video using the industry's most common codec and consumers will enjoy more complete access to the full world of online video."

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<http://www.wirelessdesignmag.com/news/2010/08/marvell-technology-integrates-sorenson-spark-video-decoder-platform-solutions>