

**Gnum CES Booth: LVCC South Hall 2, HDMI Pavilion, Booth #25705**

## **ATS Selects Gnum's ActiveConnect™ for New HDMI Cables**

### **Long Reach Technology Enables 1080p Signals at 100 Meters**

BURLINGTON, Ontario – January 4, 2008 – Underscoring the continued momentum for ActiveConnect™ technology from Gnum Corporation (TSX: GND), Advance Technology Source (ATS), a premier cable supplier, will leverage the new long-reach connectivity technology in its latest cable product family, Cheetah. Capable of streaming full performance high-definition multimedia interface (HDMI) at up to 100 meters, the ActiveConnect solution from Gnum more than triples the reach of previous HDMI cable solutions from ATS. The new Cheetah cable line from ATS will be displayed at the Consumer Electronics Show (CES) in Las Vegas next week and joins a growing list of cable products based on the Gnum ActiveConnect technology.

“The Gnum ActiveConnect solution is enabling ATS to bring a new class of HDMI connectivity to our customers,” said Eric Johnson, president of ATS. “Our new Cheetah line will allow an HDMI signal—over copper cabling—to reach up to 100 meters with a clear, full HD 1080p signal. Being able to offer a lower cost, higher performance solution at unprecedented distances gives ATS a clear advantage for both consumer and industrial applications.”

The Cheetah line of HDMI products will include support for HDMI 1.1, HDMI 1.3 and long haul HDMI. The Cheetah DVI line will provide a digital visual interface (DVI) cable for original equipment manufacturers (OEMs) providing products for medical, teleconferencing and projection applications. With distances spanning from 30 to 450 feet, the Cheetah family of cables will be available beginning in January and then throughout 2008.

“Consumers are increasingly demanding longer cables to connect their displays to various multimedia devices, which are often located across the room or in a media closet,” said Martin Rofheart, Senior Vice President and GM of the Analog & Mixed-Signal Division, Gnum Corporation. “However, consumers are not willing to compromise on the performance of their system and the significant equipment investment that they have made. ActiveConnect provides ATS the connectivity technology to ensure the highest performance, at the longest distances and at the lowest price points for cabling that supports both HDMI and DVI, meeting the consumer demand.”

#### **About Gnum's ActiveConnect Solution and the CES Demonstration**

Targeting high-rate HDMI applications, the semiconductor-based solution is comprised of a transmitter and a receiver and enables consumer, business and industrial applications to stream HDMI content, via low-cost cable, at distances an order of magnitude greater than cables available today. As important, the new solution

supports current and legacy versions of HDMI, including 1.1, 1.2 and 1.3, enabling backward compatibility with existing equipment.

Introduced in September 2007, the Gennum ActiveConnect technology delivers the longest reach, highest performance connectivity solution for consumer and industrial applications. For more information, visit [www.gennum.com/activeconnect](http://www.gennum.com/activeconnect).

Gennum will showcase its ActiveConnect solutions at CES next week. The Gennum demonstration will highlight the capability of copper cable linking a 24-inch 1080p display to a Blu-Ray DVD player, showcasing full HDMI 1.3 performance via 250 feet of copper cable.

Additionally, the ATS long haul Cheetah product will be displayed at CES in Gennum's booth at the Las Vegas Convention Center, South Hall 2, HDMI Pavilion, Booth #25705.

Initial products from the ATS Cheetah line will be available beginning in January 2008.

### **About ATS**

As a worldwide high technology solution provider, ATS leverages the distribution-supplier sourcing model and the new buying power of worldwide manufacturers and distributors to deliver cost effective solutions to customers. ATS strategically delivers high technology products to the OEM and consumer product marketplace leveraging its strength for technical manufacturing of high quality, low cost raw materials. The company supplies a comprehensive portfolio of solutions from low-cost passives to high-end semiconductors, fabrication items including PCBs, PCB assemblies, plastics, custom metals and cables, and OEM and consumer end user consumer electronic products. ATS is headquartered in Cupertino, California with sales and manufacturing facilities in China.

### **About Gennum**

Gennum Corporation (TSX: GND) designs innovative semiconductor solutions and intellectual property (IP) cores for the world's most advanced consumer connectivity, enterprise, video broadcast and data communications products. Leveraging the company's proven optical, analog and mixed-signal products and IP, Gennum enables multimedia and data communications products to send and receive information without compromising the signal integrity. A winner of a Technical Emmy® award for advances in high definition (HD) broadcasting, Gennum is headquartered in Burlington, Canada, and has global design, research and development and sales offices in Canada, Mexico, Japan, Korea, Germany, United States, Taiwan and the United Kingdom.

[www.gennum.com](http://www.gennum.com)

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