



## **Gennum VXP Technology Sets Standard for Premium HDTV Technology Manufacturers**

*Canadian company continues to gather momentum among leading brands;  
announces five new customer wins in HDTV market*

**Burlington, ON, January 4, 2007** – Gennum Corporation (TSX: GND), a leading producer of professional-quality image processing solutions, today announced a series of customer wins in both the professional and consumer HDTV markets with its market-leading VXP® technology.

Gennum was chosen by industry heavyweights *JVC, MicroDisplay, Crestron Electronics, Momentum Data Systems, and IRI Ubiteq* for a variety of home theatre and video processing solutions.

Gennum's VXP technology is a family of image processing technologies that provide superior video and film processing for HD display devices such as HDTVs, digital cinema projectors and home theatre systems. The proprietary, professional-quality image processing algorithms embedded in a single chip deliver crisp, natural looking, artifact-free images on displays of any size.

The North American home theatre market has more than tripled since 2000. In 2005, North Americans spent more than \$1 billion on home theatre systems, and an estimated one-fourth of U.S. households have some kind of home theatre, while eight per cent of new homes are being built with a home theatre or media room.<sup>1</sup>

### **JVC**

Continuing its longstanding relationship with JVC Professional Products Company, Gennum's GF9351 VXP chip is being used to drive market differentiation in two recent product releases.

On the high-end consumer side is the launch of JVC's DLA-RS1 home-theatre projector powered by VXP technology. The DLA-RS1 video projector provides home theatre enthusiasts with an extraordinary viewing experience at a fraction of the cost – and with better performance – than high-end digital cinemas. While the DLA-RS1 is targeted for the finest home theatre installations, it is being introduced at a price that makes it accessible to a much wider range of home cinema buffs.

With 10-bit real time processing and the most advanced adaptive de-interlacing on the market, the GF9351 produces natural images uncompromised by jagged edges, noise, and flickering frequently found in other video solutions.

### **MicroDisplay**

MicroDisplay Corporation has chosen Gennum's GF9450, to power its single-panel liquid crystal on silicon (LCOS) display technology for rear-projection HDTVs. By using a single chip to process blue, red, and green light, MicroDisplay can offer a low cost solution that minimizes convergence and alignment errors that occur when using three chips, one for each color.

---

<sup>1</sup> CEDIA

Since many consumers still have legacy low-definition interlaced input sources such as analog set-top boxes or early DVD players, Gennum's adaptive interpolation technology can help eliminate jagged edges and motion artifacts – inherent to these systems – in order to produce a clear and progressive image.

The digital compression process often suppresses fine detail, leading to a soft, slightly blurry image after decompression. Gennum's GF9450 processor has both advanced mosquito noise and block artifact reduction technology to enable the restoration of natural appearance to digital video streams, identifying lost detail and repairing the damage from compressed low definition legacy sources. This allows MicroDisplay to manufacture large high definition displays that faithfully reproduce all image sources.

### **Crestron Electronics**

Crestron Electronics, Inc., a manufacturer of advanced control and automation systems, has integrated the GF9351 into the AIP model of its award-winning home entertainment solution – the Adagio Media System (AMS).

AMS represents an expansion of last year's audio Adagio distribution technology and includes high performance video and sophisticated surround sound distribution in a complete, customizable whole-house entertainment solution.

The VXP processing technologies within the GF9351 allow the AMS to function as a versatile and powerful home theatre and AV distribution system previously seen in only professional processing and distribution solutions.

### **Momentum Data Systems**

Momentum Data Systems Inc., a manufacturer of DSP tools, hardware, software, and systems has also selected the GF9351 to power the professional VPROC-1D multi-format video scaler and de-interlacer module. The combination of the GF9351's powerful image processing and the VPROC-1D's flexible video module creates a new industry standard in high quality image-enhancement solutions for A/V systems, such as receivers and other consumer home theatre equipment.

### **IRI Ubiteq**

IRI Ubiteq, Inc., a Japanese-based innovation and design-centre for leading CE and professional video companies, selected the GF9450 VXP chip for use in UBIRIS, a next-generation Flat Panel Display processing board designed with integrated wireless and wired Ethernet network capability.

The solution is designed for use in a wide array of displays requiring high-quality video processing capability with network connectivity in order to meet the demands of next-generation display devices such as those used for IPTV, streaming digital signage, and Ethernet-based home entertainment networks.

Ubiteq selected the GF9450 for its superior noise reduction technology, particularly for compressed content at 1080p transmission rates over IP-based infrastructure. The combination of Gennum's GF9450 and Ubiteq's processing board design provides a ready-made solution for a broad range of flat-panel products designed for professional-quality video processing and network capability.

Market indicators predict an explosion in IPTV growth in the next two to four years, with IPTV equipment revenue approaching \$6 billion by 2009 and service revenues surpassing \$35 billion.<sup>2</sup>

---

<sup>2</sup> SCRI Report

**About Gennum Corporation**

Gennum Corporation designs, manufactures and markets industry-leading semiconductors and semiconductor-based products for leading segments of the global video, audio, and data communications markets. The Company's understanding of the unique needs of its targeted markets allows it to deliver high performance solutions that provide superior value.

Gennum serves an international customer base from its head office in Burlington, Canada, and subsidiaries in Japan and the United Kingdom. The Company has design centres in Burlington and Ottawa, and in the United Kingdom.

For more information, please visit [www.gennum.com/vxp](http://www.gennum.com/vxp).

*VXP<sup>®</sup> is a registered trademark of Gennum Corporation.*

**Disclaimer**

*This document may contain forward-looking statements relating to Gennum's goals, strategies, financial condition and results as well as the environment in which Gennum operates, investments, and litigation in which Gennum is involved, which may involve estimates, forecasts and projections. Forward-looking statements may include words such as "plans", "intends", "anticipates", "should", "estimates", "expects", "believes" and similar expressions. These statements are not guarantees of future performance and involve risks and uncertainties that are difficult to predict and/or are beyond Gennum's control. A number of important factors could cause actual outcomes and results to differ materially from those expressed in these forward-looking statements. These factors include those set forth in Gennum's public filings. Consequently, readers should not place any undue reliance on such forward-looking statements. In addition, these forward-looking statements relate to the date on which they are made. Gennum disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise*

-30-

**For more information, please contact:**

Nancy Wong  
Gennum Corporation  
Tel: (905) 632-2999 ext. 4160  
E-mail: [nancy\\_w@gennum.com](mailto:nancy_w@gennum.com)