



**GENNUM**  
CORPORATION



## **Evolution Broadcast Selects Gennum's Scaling Solution with Visual Excellence™ technology for their new broadcast production control unit**

(Burlington, ON, March 8, 2004) - Today Gennum Corporation, the leader in broadcast image processing and video transport solutions, announced that Evolution Broadcast has selected Gennum's GF9320 Scaling Processor featuring Visual Excellence™ technology for their new Evolution Nexus production control unit.

Evolution Broadcast is a leading innovator in broadcast television production technology, and has developed the Evolution Nexus - a powerful, transportable production control unit designed for fly-away applications, broadcast studios and remotes. It utilizes the most advanced digital and touch screen technology along with custom software and control interfaces to automate standard tasks and give the user more control and flexibility over the production process. The near-field, split-screen monitors eliminate complex CRT-based monitor walls and increases flexibility for users.

The most advanced and innovative components of the Nexus are the split-screen displays powered by Gennum's GF9320 Scaling Processor. The GF9320 Scaling Processor is a highly configurable, 10-bit solution for resizing both HD and SD video formats. The 24-tap poly-phase architecture maintains image detail and sharpness regardless of image size. The use of multiple GF9320s enables the display of up to 16 high-resolution scaled video images on a single LCD screen.

"We selected Gennum's GF9320 Scaling Processor for our Nexus production control unit because of its 10-bit precision and overall flexibility. In addition to receiving a reliable and high quality product, the technical support from Gennum has been outstanding." said Mark Stoneham, Director, Products and Development.

The GF9320 is ideal for cost-effective universal format conversion; including monitoring up-conversions and high quality down-conversion.

"The use of multiple GF9320s to create multiple images on a single screen as found in the Nexus production control unit is the first application of this type for Gennum. This demonstrates a diverse and powerful application of the GF9320." said Dan Turow, Director, Image Processing Products. "We are happy to be part of this outstanding product."

The Evolution Nexus is now in production, having recently completed its first live trial at the Australian Open Tennis Championships.

## **About Evolution Broadcast**

Evolution Broadcast, based in Sydney Australia, is leading the way in digital production technology innovation. A long history in broadcast, engineering and information technology, has given the team the experience and insight to develop unique technology solutions to meet current and future business challenges. Evolution is helping broadcasters around the world reduce their operating costs, improve efficiencies and introduce new workflows to take full advantage of the benefits of digital.

## **About Gennum**

Gennum Corporation, a Canadian high technology company, designs, manufactures and markets silicon integrated circuits and modules and thin-film hybrid circuits for a variety of specialized processing applications.

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## **For more information, contact:**

Nancy Wong  
Gennum Corporation  
Tel: (905) 632-2999 ext. 4160  
Fax: (905) 633-7033  
E-mail: [nancy\\_w@gennum.com](mailto:nancy_w@gennum.com)  
[www.gennum.com](http://www.gennum.com)

Sharon Pratap  
Evolution Broadcast  
Tel: + 61 2 8877 6519  
Fax: + 61 2 8877 6555  
E-mail: [spratap@evolution.com.au](mailto:spratap@evolution.com.au)  
[www.evolution.com.au](http://www.evolution.com.au)