

Genum CES Booths: LVCC South Hall 2, HDMI Pavilion, Booth #25705; Sands Convention Center, DisplayPort Pavilion, Booth #71857

Genum Showcases ActiveConnect™ Consumer Connectivity Solutions Throughout CES

New High-performance, Long-distance Cable Options to be Showcased at CES 2008

BURLINGTON, Ontario — January 4, 2008 — Showcasing the longest reach, highest performance high-definition multimedia interface (HDMI) connectivity solution, Genum Corporation (TSX: GND) will demonstrate its new ActiveConnect™ multimedia connectivity solution at the Consumer Electronics Show (CES) next week. Supporting distances up to 100 meters, the ActiveConnect solution supports HDMI 1.3/digital visual interface (DVI) and assures that disparate multimedia products will connect and stream multimedia at the highest specifications available today at distances previously unattainable in a single cable. Additionally, Genum is previewing its ActiveConnect solution supporting the new DisplayPort 1.1 standard, giving a technology demonstration that highlights PC to display connectivity up to 100 meters.

The unprecedented capabilities of the ActiveConnect solution will be demonstrated in multiple locations at next week's CES, including Genum's booth in the popular HDMI Pavilion, Genum's booth in the DisplayPort Technology Zone, at the CES Unveiled media event held at the Venetian Hotel on January 5 and at the DisplayPort press conference held at the Venetian Hotel on January 8.

Targeting high-rate HDMI applications, the semiconductor-based solution from Genum 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.

"Increasingly, consumers are acquiring HD products operating at ever-higher levels of performance, with HDMI 1.3 being the latest. The demand for cables that connect these devices is also increasing, but consumers want to maintain the highest level of performance yet go longer and longer distances to achieve the ultimate multimedia experience in their home theaters," said Martin Rofheart, Senior Vice President and General Manager of Genum's Analog & Mixed-Signal Division. "The Genum solution is unique in that we can offer cable manufacturers a cost-effective solution that addresses this consumer demand. Indeed, our ActiveConnect solution represents a significant achievement in high-performance, long reach connectivity, which is an important issue for attendees at this year's CES."

Industry Support for High Performance, Long Reach HD Multimedia Interface Solutions

With strong industry support for its solution, the Genum ActiveConnect solution has been selected by a host of leading cable and A/V providers (see related announcements dated today at www.gennum.com/activeconnect).

The following companies have announced products and plans to leverage the Genum ActiveConnect solution in 2008:

- Gefen—will leverage the ActiveConnect technology in its new HDMI Over RGB Extender product offering
- Advanced Technology Source (ATS)—is launching its newest product family, Cheetah, which is comprised of intelligent multimedia cables that will support both HDMI and DVI from distances of 30 to 450 feet
- Liberty Cable—has announced plans and is demonstrating the base design of a variety of connectivity products that deliver HDMI 1.3 category 1 and 2 and DVI performance over copper coax cable

ActiveConnect Presentation at the HDMI Pavilion

Discussing HDMI connectivity issues and new applications, Genum will present “Getting the Most out of Your Cable - HDMI Signal Integrity Issues and Solutions” at the theater located within the HDMI Pavilion, South Hall 2, on Wednesday, January 9 at 11:00 a.m.

High-performance Multimedia Connectivity Showcased at CES 2008

Location details for the ActiveConnect demonstrations during CES 2008 are:

- HDMI Pavilion, LVCC South Hall 2, Genum Booth #25705
- DisplayPort Pavilion, Genum Technology Demonstration, Sands Convention Center, Genum Booth #71857
- Gefen's Booth, LVCC South Hall 1, Booth #20344
- CES Unveiled Media Event, Venetian Hotel, Marco Polo Ballroom
- DisplayPort Press Conference, Venetian Hotel, Casanova Room

About Genum

Genum 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, Genum 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, Genum 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

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