

NAB Booth #SU9114

JVC selects Gennum's VXP™ technology for new line of professional image processors

Advanced image processing technology continues to deliver industry-leading picture quality for premier video monitor products

LAS VEGAS (National Association of Broadcasters Conference) - April 16, 2007 – Signalling its continued industry adoption, Gennum Corporation's (TSX:GND) award-winning VXP technology has been selected by JVC Corporation, one of the world's leading suppliers of advanced video products for consumer and professional applications. The advanced video technology from Gennum will be used to power JVC's new line of image processor chips. These processors will initially be deployed in JVC's next generation 20-inch and 24-inch flat-panel monitors, which feature advanced image refinement capabilities via the VXP technology. The new monitors targeted for professional applications are being unveiled by JVC at this week's annual National Association of Broadcasters (NAB) Conference.

Gennum's VXP is comprised of patented image processing technologies and algorithms that provide superior video and film processing for high definition (HD) display devices. The professional-quality image processing algorithms embedded in a single chip deliver crisp, natural looking, artefact-free images on displays of any size. Gennum is demonstrating the capabilities of VXP at this week's NAB in booth SU9114.

"Image quality is critical and our new line of professional monitors produces natural images uncompromised by jagged edges, noise, and flickering frequently found in other displays," said Kazuo Yamada, General Manager of Professional Displays for JVC. "Gennum has a long history of visual excellence in broadcast and professional video, which is now extended through their VXP technology. Our continued collaboration with Gennum enables us to significantly differentiate our image quality in the professional monitor market."

According to an iSuppli report published in 2006, the forecasted demand for specialty monitors, a large portion of the pro-AV market place, will grow over 24 percent next year with a compound annual growth rate of more than 15 percent over the next four years. Differentiation in the market will be key for equipment manufacturers vying for increased market share.

"We are pleased to continue our strong relationship with JVC," said David Lynch, senior vice president and general manager of the video division for Gennum. "Our VXP technology provides professional AV and broadcast equipment manufacturers such as JVC a cost-effective solution for enhancing HD images on a variety of monitors and displays. Indeed, superior video processing is important in every aspect of the video delivery chain, and VXP technology is quickly becoming the de facto standard for vendors in this market."

VXP technology delivers unprecedented image quality

Developed from its broadcast heritage, Gennum's VXP technology contains robust algorithms that ensure outstanding image quality. The advanced color processing with 10 bits of precision means more than one billion colors are used for eye-catching, natural images and uncompromised video quality. At the heart of the technology is Gennum's motion adaptive de-interlacing with dynamic directional interpolation, which removes jagged edges that can result from motion in HD and SD interlaced formats. Enabling the up or down scale of SD and HD formats, the programmable scaling engine ensures the proper enlargement and reduction of the images without any loss of quality. Coupled with advanced image enhancement algorithms in a low-power, low-latency architecture, Gennum's solutions comprise the most advanced single-chip image processors on the market today.

About Gennum

Gennum Corporation (TSX: GND) is a leading designer and manufacturer of semiconductor solutions for the global video, data communications and audio markets. A winner of a Technical Emmy® award for advances in high definition (HD) broadcasting, Gennum's broad portfolio of products and technologies include image processors, video timing and transport products, ICs for optical transceivers, backplane interconnects and low power digital signal processing (DSP) solutions. Gennum is headquartered in Burlington, Canada, and has global design, research and development and sales offices in Canada, Japan and the United Kingdom. www.gennum.com

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