



Optoma Demonstrated Gennum's Visual Excellence Processing (VXP) Technology at Consumer Electronics Show

-- Technology Demonstration --

(Burlington, ON, January 14th, 2005) – Optoma Technology Inc. a worldwide leader in digital display technology, demonstrated Gennum's GF9350 image processor with VXP™ technology in their VX3000 Professional Scaler & Color Management System at the Consumer Electronics Show (CES) in Las Vegas.

Consumers were able to see the dramatic improvements in image quality produced by the VX3000 incorporating Gennum's new GF9350 image processor. By leveraging its experience as a leading solution provider in the broadcast industry, Gennum is able to provide new levels of quality and functionality to projector and display markets.

Gennum's new *Visual Excellence Processing™ (VXP™)* line of image processors offer revolutionary improvements over today's existing display IC solutions by integrating fourth generation broadcast quality algorithms. Offering advanced display features, the GF9350 incorporates: *TruMotionHD™* adaptive de-interlacing for optimal image sharpness and resolution for all formats up to 1080p60, *FineEdge™* dynamic directional interpolation for eliminating jaggy artifacts found in traditional de-interlacing algorithms, *FidelityEngine™* image enhancements for removing unwanted noise and improving detail for uncompromised image quality and *RealityExpansion™* 10-bit processing for eye-catching natural imagery.

The GF9350's dual channel processing capabilities, programmability and extensive feature set enable exciting new applications in consumer products. In addition, Gennum's VXP technology will allow manufacturers to offer improved levels of image quality in their products.

"Optoma has moved their image processing platform to a new level by adopting VXP technology. In addition, the Optoma engineering team did it within an extremely limited period of time. We look forward to a new generation of Optoma products powered by VXP technology!", said Dan Turow, Director, Image Processing, Video Products Division, Gennum.

"We are extremely pleased with the performance of Gennum's VXP technology. A number of dealers and consumers showed a great deal of interest in the VX3000 at CES. With the VX3000, Optoma is committed to maintaining its leadership position in the digital display market", said Harvey Horrocks, Director, Marketing, Optoma USA.

The VX3000 will be available later this year.

About Genum

Genum Corporation is a leading producer of silicon integrated circuits and hybrid circuits for the video and hearing instrument markets, and is a growing provider to the data communications market. The company has offices in Burlington and Ottawa, Canada, and subsidiaries in Japan and the United Kingdom. Genum (TSX: GND) has been in operation since 1973, and its shares have been listed on the Toronto Stock Exchange since 1982.

Visual Excellence Processing, VXP, TruMotionHD, FineEdge, FidelityEngine and RealityExpansion are trademarks of Genum Corporation.

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About Optoma Technology, Inc.

Optoma Technology, Inc. is an award-winning developer of projection and digital display products for business and home. The company manufactures multimedia projectors for mobile users, fixed installations and home theaters, HDTVs, LCD flat panel monitors, and plasma screens. Optoma products combine superior image processing technologies with exceptional engineering and innovation to deliver images that are bright, crystal clear, and finely tuned for tone and color. Optoma's award-winning products are sold through the company's global network of pro AV dealers, major consumer electronics retailers, and Internet resellers. Optoma's worldwide headquarters is located in Milpitas, California. For more information about Optoma please call 888-942-2929 or visit <http://www.optoma.com/>.

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