



## **Gennum's Z-E-N™ Digital Wireless Headset Ships**

*Introduces New Standard for Communications Clarity for Professionals on the Go*

**SAN FRANCISCO—CTIA WIRELESS I.T. & ENTERTAINMENT 2004—October 25th, 2004—**Gennum Corporation (TSX: GND), a leading developer of audio processing technology, announced the availability of the company's groundbreaking Z-E-N™ wireless headset for mobile communications. Incorporating Gennum's leading edge digital signal processing technology, Z-E-N™ is designed to enhance the quality of mobile phone as well as in-person conversations.

A major limitation facing the estimated 170 million wireless subscribers in the U.S. is the challenge of communicating in loud and noisy environments – for example on busy streets and restaurants, trade show floors, airports, and crowded malls. Z-E-N™ tackles this problem head on with Gennum's unique and innovative adaptive noise reduction technology.

Powered by FrontWave™, Z-E-N™ employs directional audio processing technology to filter background noise and transmit the voice of the user without the need for a microphone boom. Additionally, featured for the first time in a consumer headset, Z-E-N™ with LEAP™ (Local Environmental Audio Processing) enhances face-to-face conversations in noisy environments. Instead of straining to hear what people are saying, LEAP offers Z-E-N™ users the ability to enjoy a productive and clear conversation despite noisy surroundings.

“FrontWave™ and LEAP establish new standards in noise reduction and personal communications”, said Gora Ganguli, senior vice president of Gennum Corporation. “With Z-E-N™, we're transforming the concept of the wireless headset with Digital Signal Processing technology and increased functionality that goes beyond just telephone use”.

Previewed to the industry in March during CTIA in Atlanta, Z-E-N™ is the first in a series of Bluetooth enabled headsets that aim to set new standards for comfort, style and sound performance in mobile communications and portable audio devices. Configurable for both left and right ears, Z-E-N™ provides unmatched fit and balance in the ear, making it comfortable to wear for hours at a time. Z-E-N™ is powered by a rechargeable lithium polymer battery that offers up-to six hours of talk time.

### **CTIA Details**

Gennum executives will be demonstrating Z-E-N™ features and benefits at CTIA Wireless I.T. & Entertainment 2004, Booth 855 in San Francisco from October 25-27, 2004.

For more information, please visit: <http://www.gennum.com/zen>.

### **About Gennum Corporation**

Gennum Corporation, a leading high technology company, designs, manufactures and markets silicon integrated circuits, modules and consumer solutions for a variety of specialized audio applications. The company has offices in Burlington and Ottawa, Canada, and subsidiaries in Japan and the United Kingdom.

Gennum (TSX: GND) has operated since 1973 and its shares have been listed on the Toronto Stock Exchange since 1982.

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