

InfoComm 07 Booth #7040

Genum Showcases Revolutionary VXP® Image Processing Technology for Professional and Consumer Electronics at InfoComm

Demonstrates Broad Adoption of Professional-Quality Image Processing Solutions

BURLINGTON, Ontario, June 13, 2007 – Demonstrating the rapid adoption of its professional-quality VXP image processing solutions, Genum Corporation (TSX: GND) is showcasing several high-profile customer designs at InfoComm 07, being held next week in Anaheim, Calif. The company is also demonstrating emerging applications enabled by its innovative image processing products, including wide quad eXtended graphics array (WQXGA) and 4Kx2K displays with full motion-adaptive processing.

The Genum booth highlights the first end products to integrate the company's GF9450 image processing device. The GF9450 features VXP technology and is being used to demonstrate the industry's first commercially-available image processing solution capable of scaling to a screen resolution of 4Kx2K pixels—the highest quality resolution currently possible. The image processing solution can also be used to drive displays supporting WQXGA standard resolutions of 2560 x 1600 pixels.

“As a pioneer in high-resolution display technology and serial digital interface technology, Genum continues to drive the rapid deployment of solutions that deliver unprecedented video quality at reasonable price points,” said Craig Thompson, director, image processing products for Genum. “Our demonstrations are just a snapshot of what is possible using our VXP technology, and the growing momentum of VXP adoption by leading OEMs underscores the value and differentiation our technology brings for professional and consumer electronic devices.”

Genum's GF9450 Brings Advanced Video Processing Capabilities to Large Screen Applications

Genum's GF9450 image processor, introduced in September 2006, was developed in collaboration with experts in the digital cinema and broadcast industries. It features innovative algorithms and two full channels of processing, offering superior image quality and higher processing bandwidth than competing solutions. This increased bandwidth makes it ideal for the growing segment of 1080p HD displays with larger screen sizes, providing uncompromised performance in Picture-in-Picture, Picture-on-Picture, and Picture-by-Picture viewing applications.

Live demonstrations of Genum's GF9450 image processor include:

- 4Kx2K image processing reference board with full motion-adaptive deinterlacing, directional interpolation, scaling, noise reduction and other image enhancement technologies, driving a WQXGA LCD display.
- 56" rear-projection HDTV from MicroDisplay Corporation that uses the GF9450 as a solution for de-interlacing, scaling, noise reduction and detail enhancement. MicroDisplay Corporation is the first company to design and mass produce a single-chip LCOS device that can be used in a projection TV light engine.
- Lumagen RadianceXD video processor driving a 46" TVLogic 1080p LCD monitor to display various image enhancement technologies offered by the GF9450, including 3D noise reduction, mosquito artifact reduction, block artifact reduction and adaptive contrast enhancement.

Genum Processors Adopted by Leading Equipment Manufacturers

The Genum booth also features a variety of static displays including an Optoma HD81 digital 1080p home projection system and video processing equipment from Anthem, Pixel Magic, Savant and Crestron – all of which integrate the Genum GF9351 processor.

About Genum

Genum 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, Genum'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. Genum 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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