

InfoComm 07 Booth #7040

Gennum's VXP® demonstration showcases first commercial solution to drive 4Kx2K display

New reference design highlights consumer availability roadmap for 4K displays

ANAHEIM, Calif. (InfoComm 07) — June 19, 2007 — Continuing to drive innovation in the image processing market, Gennum Corporation (TSX: GND) showcases the most advanced processing for large screen displays this week at InfoCom 07. Leveraging its popular VXP technology, Gennum is demonstrating an image processing solution to drive 4096x2160 pixel (4Kx2K) displays, highlighting the commercial opportunity for displays that provide a dramatically more detailed image than can be realized on current high definition televisions (HDTVs), plasmas, computer screens or digital projection systems. Gennum's new reference design is the first commercially available solution for 4Kx2K applications.

"The 4K display has been eagerly anticipated by professional video and industrial display manufacturers for its unprecedented image resolution," said Craig Thompson, director, image processing products for Gennum. "As the movie industry moves to 4K technology, we are definitely seeing a desire to accelerate the commercial availability of this technology. Our VXP 9450s are able to deliver the performance required and enable these manufacturers to begin commercial designs."

Reference Design Delivers 4Kx2K Performance Today

While previous industry demonstrations of 4Kx2K have used custom processing solutions, often utilizing multiple field programmable gate arrays (FPGAs) to manage the complexity, today's demonstration uses Gennum's new 4Kx2K reference design, incorporating two of Gennum's popular GF9450 image processors to power the display. The GF9450s, powered by VXP technology, provide full motion-adaptive deinterlacing, professional quality scaling up to 4Kx2K, frame rate conversion and various image enhancement technologies such as 3D noise reduction, compression artifact reduction and detail enhancement. The low power of the GF9450, under 3.5 watts, is also key to emerging 4Kx2K displays as it will eliminate the need for a fan to cool the device, which is increasingly required for high bandwidth image processors. This makes it possible for Gennum's solutions to be incorporated into the small footprint of flat panel display electronics while delivering the processing bandwidth and image quality expected of very high resolution displays.

Gennum also disclosed its roadmap for a single chip solution that delivers the performance necessary for 4K displays. The integrated, single-chip processor is expected in Q4'07, enabling consumer availability as soon as 2H'08. 4Kx2K delivers roughly four times the resolution of today's HD displays, making it highly desirable for advanced home theatre equipment, such as front and rear projectors and emerging LCD displays.

The move to wide quad eXtended graphics array (WQXGA) displays is also highly desired for industrial display applications such as command and control monitoring, industrial design and medical imaging equipment. With Gennum's reference design, manufacturers can begin design and implementation of a commercial solution for their WQXGA and 4Kx2K applications.

Pricing and Availability

The RDK9450-4K reference design is available for sampling in August 2007.

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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