



JVC Selects Genum Corporation's Visual Excellence Processing™ (VXP™) Technology to Power New 40-Inch LCD Display

(Las Vegas, NV, April 24, 2006) – Genum Corporation, a leading developer of broadcast-quality image processing solutions, is pleased to announce that JVC, one of the world's leading developers and manufacturers of sophisticated video products for consumer and professional applications, has selected the GF9350 with VXP technology to power their new GM-H40L1G 40-inch professional LCD display.

To meet the high demands of professional applications, flat panel displays must provide superior robustness, inter-operability and image quality in a wide range of viewing environments. JVC's GM-H40L1G LCD display has been designed to meet these needs.

With Genum's industry-leading VXP image processing algorithms, the GM-H40L1G provides broadcast-quality video images with a number of advanced features including:

- Comprehensive suite of analog and digital video interfaces (NTSC, PAL, Y/C, RGB, DVI-D, SD and HD component video, SD and HD-SDI and HDMI™)
- High-speed switching between two selected inputs
- Dual-channel operation with Picture-in-Picture and Picture-by-Picture modes
- 1080/24psF compatibility

"Genum's GF9350 image processor delivered a powerful combination of display controller functionality and broadcast quality image processing. It was a natural choice for our professional display," said Kazuo Yamada, GM, Engineering Department of Display Category, JVC.

At the heart of the GF9350 with VXP technology are four families of image processing technologies developed from professional broadcast algorithms:

- **TruMotionHD™** intelligent motion-adaptive de-interlacing and film cadence processing of HD and SD material for optimal image sharpness and resolution.
- **FineEdge™** dynamic edge detection and processing to eliminate jagged edges often found in common de-interlacing solutions.
- **FidelityEngine™** programmable image enhancement technologies for removal of unwanted noise and improvement of detail.
- **RealityExpansion™** 10-bit color processing for eye-catching natural images and uncompromised video and film quality.

"We are proud to add JVC to our growing list of VXP adopters. The combination of VXP technology and leading-edge LCD technology delivers an outstanding image," said David Lynch, Senior Vice-President and General Manager, Video Products Division at Genum.

About Gennum

Gennum Corporation designs, manufactures and markets industry-leading semiconductors and semiconductor-based products for leading segments of the global video, audio, and data communications markets. The Company's understanding of the unique needs of its targeted markets allows it to deliver high performance solutions that provide superior value. Gennum serves an international customer base from its head office in Burlington, Canada, and subsidiaries in Japan and the United Kingdom. The Company has design centers in Burlington and Ottawa, Canada, and in the United Kingdom.

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

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