

Genum CES Booth: LVCC South Hall 2, HDMI Pavilion, Booth #25705

Genum ActiveConnect™ Solution Delivers Full-rate HDMI Performance to Liberty Cable Products

Liberty Leverages ActiveConnect in New Cable, Wall Plate and Connector Products

BURLINGTON, Ontario - January 4, 2008 – Indicating the rapid market adoption of its ActiveConnect™ solutions, Genum Corporation (TSX: GND) today announced that Liberty Wire & Cable, a premier global supplier of wire and cable products, will leverage the technology in several new product families. Liberty plans to introduce a host of connectivity products, aimed at A/V professionals and custom cable installers, that deliver full-rate high-definition multimedia interface (HDMI) and digital visual interface (DVI) performance over copper cable. Leveraging the ActiveConnect technology, Liberty will be able to achieve distances greater than 80 meters at 1080p, which is more than triple the distance of its previous HDMI cable solutions.

“ActiveConnect allows us to give A/V professionals multiple mechanisms for cost-effectively implementing HDMI and DVI in their environments,” said Bill Schripsema, Director of Product Management for Liberty Wire and Cable. “As a result, users can migrate their environments to high-performance digital technology with the ultimate goal of experiencing higher resolutions, faster refresh rates, and deep color that full-rate HDMI provides. No other technology offers the advantages of easy termination, at these long distances with the 1080p60 performance that the consumer demands. High bandwidth HDMI 1.3 data-rates require coax cable and easy termination enables the development of cables at customized lengths for varying application needs.”

Liberty will launch new connectivity products that enable customers to utilize previously installed cables to attach displays and other equipment using an HDMI or DVI signal. A new wall plate solution from Liberty will allow installed A/V solutions to fully implement HDMI technology while minimizing clutter.

“These new Liberty products show the remarkable versatility of our ActiveConnect solutions,” said Martin Rofheart, Senior Vice President and GM of the Analog & Mixed-Signal Division, Genum Corporation. “Consumers and A/V professionals make significant investments in equipment and need products that can either cost-effectively connect that equipment to existing networks, or enable full-rate HDMI performance over longer distances. As the only solution capable of supporting high-bandwidth HDMI 1.3 at these distances, ActiveConnect products will further enable market adoption of HDMI.”

About Genum’s ActiveConnect Solution and the CES Demonstration

Targeting high-rate HDMI applications, Genum offers the ActiveConnect Reference Design, which includes the Genum GV8500 transmitter and GV8501 receiver. The semiconductor-based solution enables consumer, business and industrial applications to stream HDMI content, via low-cost cable, at distances an order of magnitude greater than cables available today. As important, the new solution supports current and legacy versions of HDMI, including 1.1, 1.2 and 1.3, enabling backward compatibility with existing equipment.

Introduced in September 2007, the Genum ActiveConnect technology delivers the longest reach, highest performance connectivity solution for consumer and industrial applications. For more information, visit www.genum.com/activeconnect.

Genum will showcase its ActiveConnect solutions at CES next week. The Genum demonstration will highlight the capability of copper cable linking a 24-inch 1080p display to a Blu-Ray DVD player, showcasing full HDMI 1.3 performance via 250 feet of copper cable.

Additionally, a Liberty cable solution will be displayed at CES in the Genum booth at the Las Vegas Convention Center, South Hall 2, HDMI Pavilion, Booth #25705.

Liberty expects to launch these products under its DigitalLinx™ brand. Initial products from Liberty are expected to be available in early Q2 2008.

About Liberty Wire & Cable

Liberty, a division of Communications Supply Corp. (CSC), is headquartered in Colorado Springs, Colo., and is in its 16th year of operation. Its core goods, sold primarily for audio/video and security applications, consist of a complete line of wire and cable products along with connectors and connector systems, cable assemblies, interconnects, and a broad range of related accessories. Liberty principally serves the residential, commercial, broadcast, and rental and staging segments of the pro/AV industry. It also enjoys long-term relationships with a number of prominent OEMs. Liberty manufactures and markets the PanelCrafters line of custom and stock plates and panels. The company, which sells in 56 countries, has other facilities in Charlotte, N.C., and Phoenix, Ariz., and holds memberships in CEDIA, and ICIA.

About Genum

Genum Corporation (TSX: GND) designs innovative semiconductor solutions and intellectual property (IP) cores for the world's most advanced consumer connectivity, enterprise, video broadcast and data communications products. Leveraging the company's proven optical, analog and mixed-signal products and IP, Genum enables multimedia and data communications products to send and receive information without compromising the signal integrity. A winner of a Technical Emmy® award for advances in high definition (HD) broadcasting, Genum is headquartered in Burlington, Canada, and has global design, research and development and sales offices in Canada, Mexico, Japan, Korea, Germany, United States, Taiwan and the United Kingdom. www.genum.com

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