

NAB Booth #SU9114

Gennum's VXP™ brings image clarity to virtual classrooms and broadcast studios around the world

GlobalStreams, HaiVision and Image Video select Gennum's popular GF9351 image processor

LAS VEGAS (National Association of Broadcasters Conference) - April 16, 2007 – Increasing its market momentum in providing professional quality image processing technologies, Gennum (TSX: GND) Corporation continues to broaden the adoption of its award-winning VXP™ technology. GlobalStreams, HaiVision and Image Video have chosen Gennum's VXP image processing solutions for next-generation video conference and broadcast applications, underscoring the range of video products enabled by the company's advanced image processor solutions.

“Our VXP technology continues to gain momentum as performance-centric applications, such as video broadcast and telepresence systems, demand extremely high image quality,” said Craig Thompson, director, image processing products for Gennum. “The latest design wins underscore the robustness, flexibility and value our image processing solutions bring to the market, as well as the opportunities VXP enables for equipment manufacturers to differentiate their products. Indeed, as these new products highlight, video quality will continue to drive new experiences for professionals and consumers alike.”

All three companies have selected Gennum's GF9351 image processor with VXP technology, which features the latest motion adaptive de-interlacing and scaling algorithms with dynamic edge detection to provide the sharpest and cleanest possible image. An award-winning technology, including industry accolades from Presentations magazine and projectorreviews.com, Gennum's VXP technology delivers robust video solutions for displays, professional broadcast equipment, home theater equipment and more.

Bringing telepresence to classrooms

HaiVision selected Gennum's GF9351 image processor to extend its portfolio of telepresence products. The hai1000 is found within high quality teleconferencing environments and continuous presence virtual classrooms because of its superior image quality and extremely low latency performance. Gennum's GF9351 image processor incorporates the latest motion adaptive de-interlacing and scaling algorithms enabling the hai1000 to provide the required high definition output via the HDMI™ interface.

Enabling flat panel technology in the broadcast studio

The key transition of aging CRT-based monitors to flat panel technology for broadcast studios requires superior image processing technology to provide the very best picture quality without sacrificing processing latency and power consumption. Leveraging Gennum's GF9351, broadcast equipment supplier Image Video developed its VxV-4HD, the latest addition to its line of quad-split processors supporting resolutions up to WUXGA (1920 x 1200). Ideal for broadcast studios and post-production houses, the VxV-4HD provides conversion of any input to full screen resolution, embedded audio metering and other features such as under monitor tally display.

Delivering high definition video for projectors

The 10-bit, high definition de-interlacing and scaling capability of Gennum's GF9351 image processor provides the highest quality images for professional audio-visual environments. GlobalStreams, a leading provider of video communications hardware and software for the video production professional, developed its HD output card using the GF9351. This card allows for professional quality HD output to projectors and monitors in live event and presentation environments.

About Gennum's VXP technology

VXP is Gennum's portfolio of image processing ICs and algorithms that ensures outstanding image quality. Developed from our broadcast heritage, these algorithms are the most robust in the industry. The advanced color processing with 10 bits of precision means more than one billion colors are used for eye-catching natural images and uncompromised video quality. At the heart of the technology is Gennum's motion adaptive de-interlacing with dynamic directional interpolation, which removes jagged edges that can result from motion in HD and SD interlaced formats. Enabling the up or down scale of SD and HD formats, the programmable scaling engine ensures the proper enlargement and reduction of the images without any loss of quality. Coupled with advanced image enhancement algorithms in a low-power, low-latency architecture, Gennum's solutions comprise the most advanced single-chip image processors on the market today.

About Gennum

Gennum 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, Gennum'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. Gennum 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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Gennum Media Contact:

Robin Vaitonis
Gennum Corporation
Tel: (905) 632-2999 ext. 2110
E-mail: vaitonis@gennum.com

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