

## **Gennum Introduces New Multi-Function Z-E-N™ Bluetooth® Wireless Headset Products**

*New DSP technology delivers market-leading features in a smaller package*

**CeBIT Hannover – March 14, 2005** – Gennum Corporation, a leading provider of technology for personal audio products, today announced its groundbreaking multi-function Z-E-N™ Bluetooth® headset in a new product family. Utilizing Gennum's multi-processor DSP which delivers 42 MIPS of digital processing at a mere 1 milliwatt of power consumption, the next-generation Z-E-N™ headset creates a high-quality listening experience – on or off the phone - and also adds new features that make it a truly multi-functional device.

The product features are now available in three models, offered at different price points, to provide consumers with greater choice for their particular needs. All models will be available in new colours including a sleek, fashionable Piano Black. The new electronics fit neatly into a behind-the-ear shell that is 25% smaller and, at 22 grams, is lighter than previous Z-E-N™ headsets. With its well-balanced design, it feels very light, comfortable, and unobtrusive to wear. Battery life has also been extended due to the ultra-low power DSP and now boasts talk time of up to seven (7) hours.

The Z-E-N™ headset was developed to provide a better listening experience in an increasingly noisy world. L-E-A-P™, a conversation mode feature unique to this headset, enhances face-to-face communications in noisy environments. The headset now also features an audio input port to which a CD or MP3 player can be connected to enjoy Hi-Fi quality music, while still being able to accept phone calls. In addition, a wireless 8-band graphic equalizer is provided which allows the user to customize the headset audio from a personal computer.

### **Communications in a Noisy World**

Noise levels in major cities have risen 600% in the last 15 years. According to the World Health Organization (WHO), the inability to understand speech in these conditions is becoming a global issue. In today's noise-filled environment, there are many situations where we are all challenged to communicate effectively. While on a phone call, the Z-E-N™ headset provides additional amplification and its noise reduction algorithms work to cut through the noise that is heard from, and the noise that is transmitted to, the person on the other end of the phone. In addition, the headset's dual-microphone FRONTWAVE™ technology eliminates the need for a microphone boom typical in most headsets. Comfort is another feature of the headset, through its highly flexible arm which allows for a customized fit, by taking into account the differences in individual ears.

### **L-E-A-P™ Mode**

Activated with a single touch, the L-E-A-P™ feature amplifies voice and reduces background noise to improve the intelligibility of face-to-face conversations in noisy environments such as airports, restaurants, and trade show floors. Off the phone, the headset's dual-microphone FRONTWAVE™ technology focuses on the voice of interest in front of the user.

### **Connection to Audio Players**

Audio devices such as CD or MP3 players can be connected to the headset, with the audio cable provided, so that the user can enjoy hi-fidelity music in between phone calls. The Z-E-N™ headset will automatically alert the user to the incoming call.

### **8-Band Graphic Equalizer**

All individuals have personal preferences of how audio should sound. The Z-E-N™ headset's 8-band graphic equalizer gives the user the ability to customize the sound to their liking whether it's on the phone, in L-E-A-P™ or music mode. This is done over a Bluetooth® wireless link from a personal computer with software provided by Gennum. Great audio just became more personal with the headset that allows you to customize your audio experience.

The introduction of these features in a Bluetooth® headset represents a new standard in audio customization, sound quality, and effective communication.

### **Models and Availability**

Three models are now available. The Z-280 features the adaptive, bi-directional noise reduction. The Z-350 adds the ability to connect to audio players and the Z-470 further adds the L-E-A-P™ capability. All three models permit wireless customization with the 8-band graphic equalizer.

### **CeBIT Details**

The Z-E-N™ headset's features can be viewed in action at Hall 12 Booth A22.

### **About Gennum Corporation**

Gennum Corporation is a leading producer of hybrid and silicon integrated circuits (ICs), electrical components and sub-systems for the video and audio markets, and a new provider to the data communications market. We have offices in Burlington and Ottawa, Canada, and subsidiaries in Japan and the United Kingdom. Gennum (TSX: GND) has operated since 1973 and our shares have been listed on the Toronto Stock Exchange since 1982.

*Z-E-N™, L-E-A-P™ and FRONTWAVE™ are trademarks of Gennum Corporation and Bluetooth® is a registered trademark of the Bluetooth SIG, Inc.*

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