

**IBC Booth #10.119**

## **Gennum Accelerates Migration to 3Gb/s SDI Video**

### **Reference Design and Development Board Reduces Development Time of 3Gb/s SDI Solutions**

AMSTERDAM, Netherlands (IBC 2007) - September 6, 2007 - Continuing its drive to enable high-performance 3Gb/s video, Gennum Corporation (TSX: GND) is offering the industry's first reference design and development board to deliver 3Gb/s transmission using existing dual-link equipment. This follows the company's announcement of the industry's first 3Gb/s optical modules, underscoring Gennum's leadership position in the 3Gb/s optical market. The new reference design is being demonstrated at this week's IBC 2007, along with the complete suite of Gennum's 3Gb/s offerings.

"By combining our leading video broadcast components onto a single board, we are enabling customers to rapidly develop, test and prototype 3Gb/s SDI applications today with very little investment in time or resources," said Martin Rofheart, Senior Vice President and General Manager, Analog and Mixed Signal Division for Gennum. "This capability is key for many of our customers that want to move to a single 3Gb/s link but have not had the internal resources available to make the transition."

### **Reference Design Delivers Unprecedented 3Gb/s Performance**

Gennum's new 3Gb/s reference design and development board converts a SMPTE 372M dual link 1080p50/60 serial digital interface (SDI) signal to an industry standard SMPTE424M-compliant 3Gb/s signal and vice versa. The reference design leverages the company's broad portfolio of 3Gb/s products and includes Gennum's equalizer, reclocker, cable driver, timing generator, clock cleaner, dual optical receiver and transmitter. Customers may choose to acquire the whole board, enabling test and evaluation of their 3Gb/s products, or they may use the design as a reference in developing their products.

The enhanced performance achieved by the reference design is due to the combination of Gennum's video transport products used in the design, each of which is optimized for 3Gb/s performance. Specifically, the reclocker results in a solution with 0.8UI of input jitter tolerance. Similarly, the use of Gennum's timing and clock cleaner solutions achieve better than 65ps output jitter at 3Gb/s. Additionally, designers can choose to transmit over coaxial cable or optical fibre, depending upon their application. Gennum's equalizer and cable driver are optimized for coaxial transmission and its new optical modules (dual optical receiver and dual optical transmitter) are optimized for transmission over optical fibre.

### **Applications Driving 3Gb/s SDI**

The demand for 1080p50/60 content creation is one of the key drivers for higher capacity SDI transport. In addition, there is a growing desire to produce high definition content at higher bit depths (12-bit per component) and to provide support for R'G'B' and 4:4:4:4 processing. Unfortunately, the bandwidth requirements to transmit these video formats in SDI form exceed the capabilities of a single SMPTE 292M interface.

To meet the needs for higher capacity video transport, both SMPTE (SMPTE 424M and 425M) and the ITU (ITU-R BT.1120 - 2005) have adopted the new 2.97Gb/s SDI interface, commonly referred to as 3Gb/s SDI.

Targeting OEMs and ODMs of both professional and “prosumer” video broadcast equipment, Gennum’s new reference design enables fast and easy migration to 3Gb/s for many applications, including, video cameras, camcorders, DVRs/VTRs and 3Gb/s test signal generation.

### **About the Demonstrations**

Gennum is demonstrating both the functionality of this new reference design, as well as its new 3Gb/s optical modules, at the IBC 2007 exhibition, which is open September 7-11.

### **Pricing and Availability**

The reference design and reference board is anticipated to be available in the fourth quarter of 2007.

### **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, Korea, Taiwan and the United Kingdom.

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