



## Genum Launches Embedded Audio FPGA Core

(Burlington, Ontario, April 6, 2006) – Genum Corporation, the leader in integrated circuits for professional video equipment, today announced an FPGA core for embedded audio applications. The product consists of four cores: SD multiplexer, HD multiplexer, SD demultiplexer and HD demultiplexer. Together, all four consume less than 18,000 logic elements. The cores were designed to be compatible with multiple FPGA product families. All four cores are available today.

### ASIC or FPGA Core

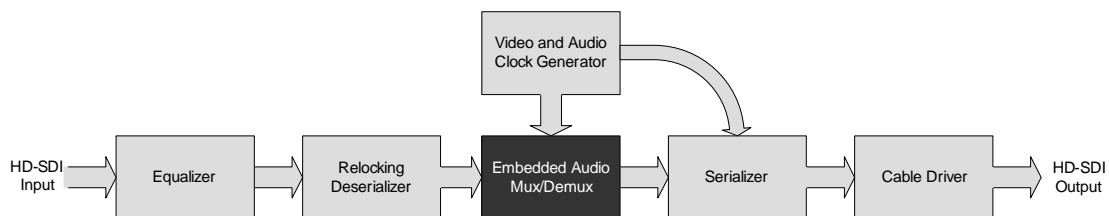
Genum will continue to support its embedded audio ASICs (GS1503 HD Embedded Audio Codec and GS9023A SD Embedded Audio Codec) and is planning to offer them in a smaller package. “Offering embedded audio solutions in both ASIC and FPGA core alternatives lets customers decide which option is better for their application,” noted Michael Alford, Manager of Product Marketing at Genum.

### Product Overview

Genum’s embedded audio FPGA cores are designed to comply with SMPTE 299M, SMPTE 272M-A, and SMPTE 272M-C while also providing interoperability with many common non-compliances. “Genum’s expertise in broadcast video has allowed us to design a solution that goes beyond the SMPTE specifications to be compatible with many of the non-SMPTE-compliant solutions that are in use today. Embedded audio is an area where this kind of market knowledge is especially important in order to provide a robust solution,” added Alford.

Each core supports up to 8 audio channels and can be cascaded to support 16 channels. They support an audio sample rate of 48kHz, SDI at 270Mb/s and HD-SDI at 1.485 or 1.485/1.001Gb/s. The audio can be in many different audio formats: AES/EBU, 1<sup>2</sup>S or Serial Audio. The multiplexer cores support audio group selection and replacement.

### Part of a Complete SDI Solution



A complete SDI solution: Embedded Audio with Genum ICs

This embedded audio core builds on the extensive SMPTE processing on the parallel side of Genum’s serializers and deserializers and integrates with Genum’s clock generators. The GS4911 series of devices can generate all the necessary audio clocks for SD

multiplexer, HD multiplexer, SD demultiplexer, and HD demultiplexer applications, eliminating the need for VCXOs. When combined with Gennum's equalizers, cable drivers, and clock devices, the embedded audio cores provide system designers with a complete solution for sending, receiving, and reference locking both HD-SDI and SD-SDI signals.

### **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 centres in Burlington and Ottawa, Canada, and in the United Kingdom.

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