



Genum Powers Future of Home Theatre

Canadian VXP™ technology chosen by Optoma to bring big-screen quality images to home theatres

Denver, Colorado – September 14, 2006 – Genum Corporation (TSX: GND), a leading producer of professional-quality image processing solutions, today announced the deepening of its relationship with Optoma Technology, Inc., one of the world's top manufacturers of digital projection and display devices. Genum's Visual Excellence Processing™ (VXP™) technology will power Optoma's HD81 – its latest high-performance digital projection system for the home theatre market.

Matching the quality of today's big-screen digital cinema projectors, the HD81 delivers a remarkable home theatre experience. Genum's VXP technology was chosen over competitors for its video quality and advanced image processing technologies. The HD81's video and colour enhancement system offers impressive performance and adaptability to a wide range of video formats and content.

“As the home theatre market continues to grow, increased competition means that customers are now demanding state-of-the-art product design and quality,” says Ralph Merrem, Vice-President, Product & Marketing at Optoma Technology, Inc. “Genum's VXP chipset was the only technology that allowed Optoma to offer customers a home theatre experience parallel to that of commercial cinema experiences.”

Genum's VXP technology powered two-thirds of the live 1080p DLP front projector demos at this year's Consumer Electronic Show and Optoma joins a long list of Genum partnerships in the home theatre market, including Marantz America, Christie Projection Systems, PixelMagic and LG.

The North American home theatre market has more than tripled since 2000. In 2005, North Americans spent more than \$1 billion on home theater systems, and an estimated one-fourth of U.S. households have some kind of home theatre, while eight per cent of new homes are being built with a home theatre or media room.*

The two-piece HD81 home theatre projection system is a true 1080p (1920 x 1080) projector and video processor combination. The projector piece features Texas Instruments' BrilliantColor™ colour technology, as well as a DarkChip3™ DMD chipset, to deliver higher brightness and provide truer, more vibrant colors to the projected picture. This projection system features an active 16-step, auto-Iris function that boosts the contrast ratio up to 10,000:1. With 10-bit color per channel color processing and a 7-segment color wheel, the Optoma HD81 delivers great color saturation and subtle color details for the best image quality. The HD81 offers one of the best, all-around, high-quality display experiences for home theatre enthusiasts.

“Optoma is another esteemed brand to add to the Genum-powered group of HD products,” says Craig Thompson, Manager, Product Marketing, Image Processing Products, Genum Corporation. “Superior video processing is important in every aspect of the home theatre experience, from projection to display, and the VXP brand is slowly becoming the technology of choice for high-powered vendors in this market.”

About Visual Excellence Processing™ (VXP™)

VXP™ (Visual Excellence Processing™) by Gennum is a family of Image Processing technologies designed to provide highly advanced processing of video and film for High-Definition display technologies including HDTVs, digital cinema projectors, and home theatre systems. The Gennum solution consists of proprietary, professional-quality image processing algorithms embedded in a single image processing chip, to deliver crisp, natural-looking, artifact-free images on displays of any size. Gennum's VXP technology offers efficient low-power design for use in consumer electronics products where expensive heat-management systems are not an option. The latest chip in the VXP family is the GF9351.

*source: CEDIA

About Gennum Corporation

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.

For more information, please visit www.gennum.com/vxp

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About Optoma Technology, Inc.

Optoma Technology, Inc. is an award-winning developer of projection and digital display products for business and home. The company manufactures multimedia projectors for mobile users, fixed installations and home theatres, as well as HD displays. Optoma products combine superior image processing technologies with exceptional engineering and innovation to deliver images that are bright, crystal clear, and finely tuned for tone and color. Optoma products are sold through the company's global network of pro AV dealers, major consumer electronics retailers and Internet resellers. Optoma's worldwide headquarters is located in Milpitas, California. For more information, visit www.optomausa.com.

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For more information, please contact:

Nancy Wong
Gennum Corporation
Tel: (905) 632-2999 ext. 4160
E-mail: nancy_w@gennum.com