

Canare NAB Booth: BOOTH #SU4805

Genum ActiveConnect™ Solution Demonstrated by Canare At NAB Conference

Demonstrates 1080p HDMI Video Transmission Across 100 meters of Coaxial Cable

LAS VEGAS, NV – April 14, 2008 – Showing continued, growing global traction for its innovative ActiveConnect™ technology, Genum Corporation (TSX: GND) today announced that Canare Corporation, a leading supplier of connector and cabling technology to the professional broadcast industry in Japan, will conduct a technology demonstration showing full-rate high-definition multimedia interface (HDMI) performance over 100 meters of coaxial cable. The demonstration implements a Canare HDMI extender and V5-3CFB multichannel coaxial cable to transmit 1080p HDMI video. The exhibit is taking place this week in the Canare booth #SU4805 at the National Association of Broadcasters (NAB) conference at the Las Vegas Convention Center.

High-speed multimedia connections such as HDMI are rapidly becoming the de facto standard for communicating HD content. However, achieving long-distance HDMI signal transmission has been challenging due the high bandwidth and link complexity required for full rate, full featured HDMI. In September 2007, Genum introduced its ActiveConnect technology, a new multimedia connectivity solution that delivers the highest performance, longest reach HDMI/DVI multimedia solution currently available to the consumer and professional broadcast market. ActiveConnect enables multimedia products to connect and stream multimedia at the highest rates available today at distances previously unattainable.

Leveraging Genum ActiveConnect technology, the new Canare HDMI Extender can be used with V5-3CFB multichannel coaxial cable to achieve a high performing HDMI link. The solution will show the ability to transfer 1080p HDMI video at around 10 times the distance of traditional HDMI extender solutions and leverages cabling which is already installed in a variety of environments.

“ActiveConnect™ technology delivers unrivaled performance and signal integrity using familiar coax cabling and BNC connectors—technology that is ubiquitous in broadcast installations,” said Mr. Naoki Yoshimori, Director of Technology and Executive Officer of Canare. “Well-known for delivering best-in-class products to professional broadcasters, Canare can continue its tradition of excellence through the future development of products based on ActiveConnect™ solutions. Today’s demonstration gives a preview of the compelling solutions we expect to offer as the result of our work with Genum.”

“In keeping with our goal to increase Genum’s global presence, our strategic business relationship with Canare will enable us to better serve the Japanese market,” said Martin Rofheart, Senior Vice President and General Manager of Genum’s Analog & Mixed-Signal Products. “Together, we will enable both consumers and AV professionals alike to experience the higher resolutions, faster refresh rates, and deep color that full-rate HDMI provides.”

About Gennum's ActiveConnect™ Solution and the NAB Demonstration

Targeting high-rate HDMI applications, Gennum offers the ActiveConnect™ reference design, which includes the Gennum GV8500 transmitter and GV8501 receiver. The semiconductor-based solution enables consumer, business and industrial applications to stream HDMI content, via low-cost cable, at distances an order of magnitude greater than cables available today. As important, the new solution supports current and legacy versions of HDMI, including 1.1, 1.2 and 1.3, enabling backward compatibility with existing equipment. For more information, visit www.gennum.com/activeconnect.

Gennum and Canare will showcase ActiveConnect™ technology at NAB this week. The demonstration will implement the Canare HDMI extender and a V5-3CFB coaxial cable to link a 24-inch 1080p display to a Blu-ray DVD player, showcasing full HDMI 1.3 performance via 100 meters of coaxial cable.

About Canare

Canare develops, manufactures, and provides the best audio and video cable, connectors, patchbays, and fiber-optic products for the television broadcast industry and the professional A/V market. Broadcast engineers, sound technicians, A/V facility integrators, design consultants and many leading OEM's rely on Canare's product, proven reliability and top-notch customer service.

About Gennum

Gennum Corporation (TSX: GND) designs innovative semiconductor solutions and intellectual property (IP) cores for the world's most advanced consumer connectivity, enterprise, video broadcast and data communications products. Leveraging the company's proven optical, analog and mixed-signal products and IP, Gennum enables multimedia and data communications products to send and receive information without compromising the signal integrity. An award-winner for advances in high definition (HD) broadcasting, Gennum is headquartered in Burlington, Canada, and has global design, research and development and sales offices in Canada, Mexico, Japan, Korea, Germany, United States, Taiwan and the United Kingdom. www.gennum.com

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