



## **Genum Corporation Powers Next Generation of High-Definition Christie Digital Video Projectors**

*VXP™ Technology quickly becoming industry standard for unparalleled image quality and reliability*

Burlington, Ontario, August 30, 2006 – As the demand for perfection in high-definition image quality continues to grow, Genum Corporation (TSX: GND), a leading provider of professional-quality image processing solutions, today announced that Christie Digital Systems Inc., a leading provider of visual solutions for business, entertainment and industry, will use Genum's GF9350 Image Processor with Visual Excellence Processing™ (VXP™) technology in its new line of 3-Chip DLP® High-Definition projectors.

Genum's GF9350 Image Processor was selected for its VXP technology which offers 10-bit real time processing with the most advanced adaptive de-interlacing and image enhancement algorithms. All VXP algorithms support high-definition processing, offering complete input and output support for today's large resolution, high bandwidth demands. The result is the sharpest, most vibrant images available.

The Projection market, expected to grow 28% over the next four years to \$8.5 billion according to iSuppli Corporation, is becoming very discriminating and expects a superior experience, particularly in professional and business environments. Christie Digital's HD Series projectors, the Christie HD12K, Christie HD8K, Christie HD8Kc, Christie HD5K and Christie HD5Kc, are designed to meet these expectations, delivering the industry's brightest images with superior colour and contrast. Using the GF9350, Christie is able to effectively manage and deploy the power of their projectors by tailoring the GF9350 to fit the specific requirements of the 3-Chip DLP® HD Series. The GF9350 is also a sophisticated tool for eliminating motion blur and static from images, enabling high-quality real time multi-media presentations.

“Projectors as powerful as the HD Series need an equally capable image processor to handle the high resolution images, Picture-in-Picture or graphics requirements, whether from user input or the inner workings of the projector itself,” said Kathryn Cress, Director, Global Marketing Programs at Christie Digital. “Genum's VXP technology offers us unparalleled power combined with the flexibility of architecture necessary to match the HD Series' abilities.”

“Christie's digital projectors are among the most credible and widespread in the industry,” said David Lynch, Senior Vice-President and General Manager, Video Products Division at Genum Corporation. “To be chosen for their latest line of high-definition projectors further establishes Genum's role as the industry standard for the highest quality image processing.”

The Christie Digital HD Series projectors are expected to be available in the latter part of 2006.

Other Christie Digital projection solutions that employ VXP technology:

Christie Roadster S+20K - Raising the bar for Rental/Staging

Christie Roadster S+12K - for large audience applications

Christie Roadie 25K - the world's brightest projector for large audience applications

Christie DS+5K - for boardrooms, conference rooms, training facilities  
Christie DS+8K - for boardrooms, conference rooms, training facilities  
Christie Roadster S+16K - for large audience applications  
Christie DW3K - HD projector  
Christie DW6K - HD projector  
Christie Mirage S+2K - for 3D/Virtual Reality applications  
Christie Mirage S+4K - for 3D/Virtual Reality applications  
Christie Mirage S+8K - for 3D/Virtual Reality applications  
Christie Mirage S+14K - for 3D/Virtual Reality applications  
Christie Matrix S+2K - for simulation applications  
Christie Matrix 3000 - for simulation applications  
Christie Matrix 4000 - for simulation applications

### **About Genum Corporation**

Genum 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. Genum 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](http://www.gennum.com/vxp)

*Visual Excellence Processing and VXP are trademarks of Genum Corporation.*

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### **About Christie**

Christie is a leader in visual solutions for world-class organizations, offering diverse applications for business, entertainment, and industry. A leading innovator in film projection since 1929 and a pioneer in projection systems since 1979, Christie has established a global reputation as a total service provider and the world's single source manufacturer of a variety of display technologies and solutions. Christie offers comprehensive solutions for cinema, large audience venues, control rooms, business presentations, training facilities, 3D and Virtual Reality, simulation and education as well as industrial and government environments. Christie solutions are used in over 75,000 locations worldwide, including more than 10,000 projectors and displays networked with ChristieNET networking devices. For more information, visit [www.christiedigital.com](http://www.christiedigital.com).

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### **For more information, please contact:**

Nancy Wong  
Genum Corporation  
Tel: (905) 632-2999 ext. 4160  
E-mail: [nancy\\_w@gennum.com](mailto:nancy_w@gennum.com)