



Gennum Announces GF9450 Image Processor with VXP™ Technology

Features include support for dual 1080p processing and next generation noise reduction

Denver, Colorado – September 14, 2006 – Gennum Corporation (TSX: GND), a leading producer of professional-quality image processing solutions, unveiled its GF9450 image processor, the latest addition to their Visual Excellence Processing™ (VXP™) line. Announced at CEDIA EXPO 2006 and available in production volumes in 2007, the GF9450 offers a professional quality image processing solution to the consumer market without compromises.

Increasing consumer and professional demand for HD video has cultivated a growing market for processors capable of handling these sources efficiently while producing a very high-quality 1080p output. The GF9450, developed in collaboration with experts in the digital cinema and broadcast industries, offers professional-quality algorithms and two full processing channels of stunning picture quality.

With two identical processing channels, the GF9450 features higher processing bandwidth than competing solutions. This is ideal for the growing segment of 1080p HDTV displays with larger screen sizes, providing uncompromised performance in Picture-in-Picture, Picture-on-Picture, and Picture-by-Picture viewing applications.

The GF9450 features the latest algorithmic advances in 3D noise reduction and compression artifact reduction to ensure the cleanest image possible, regardless of the signal source. Further processing with professional quality HD deinterlacing, powerful texture and sharpness enhancement, and adaptive contrast enhancement provide the best picture quality available. Low latency processing capabilities make this chip highly suitable for gaming applications or any system requiring precise A/V lip-sync performance. Furthermore, unique 48/72Hz film cadence locking capabilities make the GF9450 the ideal choice for professional quality home theater processors and projectors.

“Consumer demand for 1080p resolutions, larger screen sizes and high picture quality presents specific challenges for image processor designers,” said David Lynch, Senior VP and GM, Video Products Division at Gennum Corporation. “By working with industry experts, we were able to create the GF9450 for their specific needs, producing a chip that is both cost-effective and truly professional-grade – perfectly suited for use in advanced flat-panel and rear projection displays, high-end A/V receivers and home theater projectors.”

For more information and a demonstration of the GF9450 with VXP technology, visit Gennum at CEDIA EXPO 2006 booth 469.

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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