



Beijing Vision Technology (BVT) selects Visual Excellence Processing™ technology for their new Magi Mio Universal Format Converters

(Burlington, ON, August 26, 2005) – Beijing Vision Technology (BVT), a leading broadcast equipment manufacturer in China, and Gennum Corporation have teamed-up to integrate Gennum's GF9350 Image Processor with Visual Excellence Processing™ technology into BVT's new line of MagiMio Universal Format Converters.

The MagiMio line of products supports conversions between any and all SDTV, HDTV, VGA and DVI formats with un-compromised image quality. These converters are ideal for various applications in the broadcast studio such as HD/SD up/down conversion, VGA/TV format conversion and NTSC/PAL conversion.

Gennum's GF9350 Image Processor with VXP technology powers BVT's MagiMio series of products. Integrating fourth generation broadcast quality algorithms, VXP technology offers advanced display features, including:

- *TruMotionHD™* 1080i→1080p adaptive de-interlacing for optimal image sharpness and resolution.
- *FineEdge™* dynamic directional interpolation to eliminate jaggy artifacts found in traditional de-interlacing algorithms.
- *FidelityEngine™* image enhancements for removal of unwanted noise and improved detail and uncompromised image quality.
- *RealityExpansion™* 10-bit image processing for eye-catching natural imagery.

" Gennum's GF9350 Image Processor provides the highest image quality for our MagiMio product line. It is exactly what we need to meet the critical demands of the broadcasting market." said Mr.Wang Dong,CTO, BVT Company.

"We are happy to help BVT meet the growing needs of the Chinese market as it outfits its numerous broadcast studios." Said Dan Turow, Director, Image Processing Products, Gennum.

BVT will be showcasing their MagiMio product line at the Beijing International Radio and Television Show (BIRTV) August 25-28, 2005, Booth # 5008. China International Exhibition Center, Beijing.

About Gennum

Gennum Corporation is a leading producer of hybrid and silicon integrated circuits (ICs), electrical components and sub-systems for the video and audio markets, and a new provider to the data communications market. We have offices in Burlington and Ottawa, Canada, and subsidiaries in Japan and the United Kingdom. Gennum (TSX:GND) has operated since 1973 and our shares have been listed on the Toronto Stock Exchange since 1982.

Visual Excellence Processing, VXP, TruMotionHD, FineEdge, FidelityEngine and RealityExpansion are trademarks of Gennum Corporation.

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