



LG Electronics Selects Gennum's Image Processor with VXP™ Technology for Their Latest 71" Plasma Display Panel

(Burlington, ON, September 2, 2005) – Gennum Corporation, the leader in broadcast image processing announced today that LG Electronics, an industry leader in flat panel TV products, has selected Gennum's GF9350 Image Processor with Visual Excellence Processing™ (VXP™) technology for the latest version of their 71" Plasma Display Panel.

Gennum's Image Processors are the world's most advanced 10-bit image processing solutions with dual-channel broadcast quality algorithms. The chips handle conversions of all SD, HD and graphics signals including motion adaptive de-interlacing of HDTV 1080i signals.

Gennum's *VXP* technology incorporates fourth generation broadcast quality image processing algorithms, which deliver superior SD and HD video image quality. The key features of the *VXP* technology include:

- *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.

"We are extremely pleased that LG Electronics has decided to use our *VXP* technology in their flagship product where premium video quality is absolutely necessary," said Dan Turow, Director, Image Processing Products at Gennum.

The 71" Plasma Display Panel using Gennum's GF9350 Image Processor with *VXP* technology will debut at the IFA show in Berlin from September 2 to 7.

About Gennum

Gennum Corporation is a leading producer of silicon integrated circuits and hybrid circuits for the video and hearing instrument markets, and is a growing provider to the data communications market. The company has offices in Burlington and Ottawa, Canada, and subsidiaries in Japan and the United Kingdom. Gennum (TSX: GND) has been in operation since 1973, and its 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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