# Leitch Selects Gennum's VXP™ Technology

(Burlington, ON, June 8th, 2005) Gennum Corporation is pleased to announce that Leitch Technology, a leading provider of HD solutions for professional digital video, has chosen the GF9350 image processor with Visual Excellence Processing™ (VXP™) technology for use within a number of its new HDTV processing and conversion products.

The GF9350 with VXP incorporates fourth generation broadcast quality image processing algorithms which deliver superior SD and HD video image quality. Key features of *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 pleased to incorporate Gennum's GF9350 with *VXP* technology within our HDTV solutions," said Randy Conrod, Product Manger, Digital Products, Leitch Technology. "The GF9350 works very well within our product designs and provides an important processing element for a number of our new HDTV products."

"Leitch has done an exceptional job of delivering broadcast products with the quality, programmability and versatility that their customers demand of them. We are proud to have Leitch utilize the GF9350 to assist in their product offerings." said Dan Turow, Director Image Processing Products, Gennum.

## 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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*and uncertainties that are difficult to predict and/or are beyond our control. A number of important factors could cause actual outcomes and results to differ materially from those expressed in these forward-looking statements. These factors include those set forth in this report and other public filings. Consequently, readers should not place any undue reliance on such forward-looking statements. In addition, these forward-looking statements relate to the date on which they are made.*

*We disclaim any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.*

**About Leitch Technology**

Leitch Technology is a 34-year global leader in the design and distribution of high-performance video systems for the professional television industry. Leitch offers products and systems that enable operations of any size to streamline workflow, achieving a truly Integrated Content Environment for content production, processing, transmission, management and test and measurement. With a sole focus on and commitment to the television industry, Leitch provides premium customer support. (www.leitch.com)

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