



## Pixel Magic adopts Genum's VXP™ Technology for its new Crystalio™ II Video Processor

(Burlington, ON, September 9, 2005) – Genum Corporation and Pixel Magic Systems Ltd., an award-winning manufacturer of home theatre equipment, have partnered to bring broadcast quality Visual Excellence Processing™ (VXP™) to Pixel Magic's new flagship Crystalio™ II high-definition consumer video processor.

The Crystalio™ II, the second generation in the Crystalio™ product family, is an advanced video processor with true 1080p HD motion adaptive de-interlacing and true 10-bit 4:4:4 broadcast quality processing. The Crystalio™ II also includes a wide range of advanced capabilities including 4 HDMI inputs, 2 HD-SDI/SD-SDI inputs, Ultra Fine Audio Delay™, an internal HD media player and support for 48 Hz and 72 Hz outputs.

Genum's VXP technology is at the heart of signal processing within the Crystalio™ II. The VXP technology incorporates fourth generation broadcast quality image processing algorithms, which deliver superior SD and HD video image quality. The 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.

"Genum's VXP technology delivers the best image quality that we have ever seen. We chose it for the next generation premium brand Crystalio™ video processor because our customers demand the best image quality and flexibility for their home theatres", Said Nelson Choi, Managing Director of Pixel Magic Systems Ltd.

"We are pleased to see the Crystalio™ II video processor come to market. Its wide range of connectivity will enable an extensive range of existing displays in the market to take advantage of VXP technology and the superior image quality that it delivers", said Dan Turow, Director, Image Processing Products, Genum Corporation.

### About Genum

Genum 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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### **About Pixel Magic Systems Ltd.**

Established in May 2003, Pixel Magic Systems Ltd. is an award-winning developer and manufacturer for the Home Theatre video processor market. The company is currently an incubatee of the Incu-Tech Programme of Hong Kong Science & Technology Park Corporation (HKSTP). Pixel Magic Systems won the 2004 Hong Kong Award for Industry Technological Achievement Merit in November 2004, and its Plasma Enhancer® PE1000 was one of the award winners of the 2005 CES Innovation Design and Engineering Award in Las Vegas.

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