



Gennum Corporation Recognized for Excellence in Technical Innovation at CES 2007

Canadian company wins Technical Emmy® for achievement in HDTV innovation

Burlington, ON (January 8, 2007) – Gennum Corporation (TSX: GND) will be receiving a Technical Emmy® Award at CES 2007 for more than a decade of technological innovation in the high definition (HD) broadcasting market.

The Emmy will be awarded to Gennum for its chip-set technology, called Serial Digital Interface (SDI), which allows TV studios to transmit uncompressed, unencrypted digital signals extremely quickly within a studio's production facilities. As increasingly more TV studios produce in HD they need to move enormous amounts of data around the studio to produce and edit content efficiently.

Gennum's SDIs are found in television-studio cameras, monitors, mixers and recorders, and enable producers to route information without compressing the data, which means the signal is kept at its maximum bandwidth during the entire process.

“Without the ability to manage vast amounts of data, it would have been impossible for TV studios to make the jump to HDTV,” said Franz Fink, President and CEO, Gennum Corporation. “Gennum’s technology is always designed to solve specific industry problems, and in this case we foresaw the need to improve data transfer speeds at the studio level for HD production to become accepted as a new digital standard.”

With this win, Gennum joins the ranks of such illustrious past winners as the BBC, Xerox Corp., Panasonic Corp., and Sony Corp.

The Technical Emmy award ceremony will be held tonight at the International Consumer Electronics Show in Las Vegas.

About the Technical Emmy Awards

The National Television Academy, whose total dedication is excellence, is a professional service organization for all aspects of the Television, Cable and Satellite industries. Its symbol of excellence, the Emmy, is awarded in six major national categories including Sports, News/Documentary, Daytime, Technology/Engineering, and International (through its International Academy). Local Emmys are given in nineteen regions across the United States. Beyond awards, the Academy has extensive educational projects, scholarships, publications, and major activities of impact to both industry professionals and the viewing public itself. For more information, please visit the website at www.emmyonline.org.

About Genum Corporation

Genum 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.

Genum 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.

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