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## **Genum SDI Solutions Selected by Panasonic for Professional 3D Video Equipment**

*Sophisticated Signal Integrity Solutions Deliver True 3D Video for Camcorders, Monitors and Mixers*

**BURLINGTON, Ontario, June 21, 2010** – Enabling the reliable capture and processing of 3D video signals, Genum Corporation (TSX:GND) today announced that its Serial Digital Interface (SDI) solutions have been selected by Panasonic Corporation for use in industry-leading professional quality 3D video equipment.

With 3DTV growth outpacing that of HDTV, demand for 3D programming and content is on the rise. Analysts forecast that 4.2 million 3DTV sets will ship worldwide in 2010, and that number is expected to triple to 12.9 million units next year, according to a recent forecast by market research firm, iSuppli Corp., El Segundo, California. Panasonic's video capture, production and monitoring equipment enables broadcast studios to deliver the content needed to serve 3DTV consumers.

Panasonic leads the industry in versatile 3D video production, with the introduction of the world's first full HD 3D camcorder, the AG-3DA1, accompanied by the BT-3DL2550 3D LCD production monitor with full 1920x1200 resolution and the AG-HMX100 professional HD/SD digital AV mixer, all for use in live 3D video production. Panasonic selected Genum's high performance, low power SDI transmitter (used in the AG-3DA1 camcorder), receiver with integrated equalizer (used in the AG-HMX100 AV mixer), receiver and equalizer (used in the BT-3DL2550 monitor) to address the intense bandwidth requirements for capturing 3D images while maintaining the integrity, quality and reliability of the 3D video signal.

"Genum enabled us to be first-to-market with the industry's most advanced 3D video capture, production and monitoring equipment," said Mr. Akihito Nakatsukasa, Manager, AVC Networks Company, Panasonic Corporation. "Our 3D camcorder is the most integrated, lightweight offering on the market. When combined with our LCD production monitor and HD/SD digital AV mixer, the solution enables studios to engage in live 3D video capture, production and monitoring outside the studio."

"Our expertise in signal processing has enabled us to deliver solutions that can meet today's—and tomorrow's—design challenges, such as 3DTV," said Dr. Franz Fink, President and Chief Executive Officer of Genum. "Working collaboratively with Panasonic to enable their full HD 3D video equipment with our signal integrity and SMPTE digital processing solutions, we are delivering a world-class 3D experience to consumers around the world."

### **About Genum Corporation**

Genum Corporation (TSX: GND) designs innovative semiconductor solutions and intellectual property (IP) cores for the world's most advanced consumer connectivity, enterprise, video broadcast and data communications products. Leveraging the company's proven optical, analog and mixed-signal products and IP, Genum enables multimedia and data communications products to send and receive information without compromising the signal integrity. Recognized as an award winner for advances in high definition (HD) broadcasting, Genum is headquartered in Burlington, Canada, and has global design, research and development and sales offices in Canada, Mexico, Japan, Germany, United States, Taiwan, India and the United Kingdom. [www.gennum.com](http://www.gennum.com).