

****Media Alert****

Gennum Debuts PCI Express 3.0 IP, Showcases Bridging Solutions for HD Video at PCI-SIG

New PCIe 2.0 Products, PCIe 3.0 IP Highlighted in Multiple Speaking Sessions

Gennum Corporation (TSX: GND) continues to push performance limits for PCI Express (PCIe) with demonstrations next week at the PCI-SIG Developers Conference being held in San Jose July 15-16. Gennum's Snowbush IP group will showcase the industry's first public demonstration of a PCIe 3.0 PHY, highlighting its unprecedented electrical performance, as well as demonstrations of PCIe 2.0 and SATA IP in a PCIe SATA bridge. Gennum will also demonstrate 3 gigabits (Gb/s) live video capture using Gennum's PCIe 2.0 solutions, underscoring the potential for PCIe in SDI video applications.

Technical experts from Gennum will also present at the two-day conference, an event designed to provide intensive training on all aspects of PCIe.

What: PCIe HD Video Capture Demonstration

An HD camera captures live video to a graphics display. Gennum's GN4124 PCIe bridge allows for SDI video capture to the PCIe bus. The PCI Express bus is extended 15 meters from the host PC using Gennum's GN1406 PCIe extender solution allowing full rate PCIe 2.0 to the PCIe bus of the host PC. The streaming video will be displayed on the video monitor.

PCIe 3.0 PHY IP Demonstration

Showcasing its programmable range, Gennum's Snowbush IP Group will showcase its newest IP, a PCIe 3.0 PHY. Demonstrating a transmit eye running at 8 Gigatransfers per second (Gt/s) with low jitter will transmit test pattern generator will transmit a PRBS (pseudo-random binary sequence) data pattern, the signal will be looped back off-chip via cables to the receiver, where it will be de-serialized and checked for errors.

"Anatomy and Applications of PCIe Switching Technology" Paper Presentation

Presented by Kishore Mishra, director of engineering, digital, for Gennum's Snowbush IP Group
Wednesday, July 15, 4:30 p.m.

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“Optimizing PCIe Performance in PCs & Embedded Systems” Paper Presentation

Presented by Mike Alford, Technical Lead and Bridging Market
Manager, Gennum

Thursday, July 16 at 5:00 p.m.

Where: PCI-SIG Conference, San Jose Convention Center,
Gennum Booth #14

About Gennum

Gennum 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, Gennum enables multimedia and data communications products to send and receive information without compromising the signal integrity. A recognized award-winner for advances in high definition (HD) broadcasting, Gennum is headquartered in Burlington, Canada, and has global design, research and development and sales offices in Canada, Germany, India, Japan, Korea, Mexico, Taiwan, the United States and the United Kingdom.

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