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Faroudja Introduces 3-Chip DLP Home Theater Projector for High-Performance Home Theaters

**Powerful New 'Theater Optimized' Plug'n'Play Projector Package
Includes Faroudja's Acclaimed Digital Cinema Source or NRS-DVI Processor**

CES 2003, LAS VEGAS, Jan. 9, 2003—Faroudja, a division of Genesis Microchip, Inc. (Nasdaq: GNSS) and widely considered a leader in video-enhancing technologies for professional and home environments, introduces the powerful new **Faroudja FDP-DLP30HD Faroudja Digital Projector Package** at CES 2003, the Consumer Electronics Show, beginning today in Las Vegas.

The FDP-DLP30HD combines a new Theater Optimized, three-chip high-definition DLP projector with either Faroudja's **Native Rate Series-Digital Cinema Source (NRS-DCS) Processor** or **Native Rate Series-DVI (NRS-DVI) Processor**. The system provides the critical components required to deliver state-of-the-art digital picture quality in an all-in-one package that offers unprecedented ease of use and installation. Like other Faroudja Digital Projector Packages, it offers dealers and custom installers the benefits of repeatable, predictable, Plug & Play high performance; and benefits clients by leading to a faster, more efficient installation process, while consistently deliver outstanding video quality.

The FDP-DLP30HD delivers visually stunning 1280 x 1024 resolution that displays Home Theater images with the look and feel of film from a multitude of

digital and analog sources in either a widescreen 16:9 aspect ratio for true HD compatibility, or in a standard 4:3 aspect ratio. It's unique Black Chip DLP technology extracts the maximum dynamic range of the original filmed image to produce deep, dark blacks that exhibit the contrast and detail of the original film material without increasing the background noise level or producing the detail contours inherent in conventional electronic projector systems. Peak brightness achieves an extraordinary level of 3,500 lumens.

Each FDP-DLP30HD Projector is individually aligned and Theater Optimized by William Phelps for even greater accuracy and use with either the NRS-DCS or NRS-DVI Processor. Mr. Phelps is known throughout the high-end theater community for his proprietary software and set-up techniques. These include adjustments for gamma, gain, bias, black level, shading, and pixel shift to deliver extraordinary contrast ratio, black level, color reproduction and accurate image sizing. The projector's firmware design is also modified to simplify operation with the Faroudja processor.

The FDP-DLP30HD Digital Projector Package includes either an NRS-Digital Cinema Source Processor or a Native Rate Series-DVI Processor. NRS-DCS Processors combine a full-featured Faroudja processor with an internal high-performance DVD transport and Digital Video Interface (DVI) outputs, making it possible to send a clean digital video signal straight to the video processing stage.

The NRS-DVI is an upgraded version of Faroudja's classic Native Rate Series processor. It has been equipped with Digital Video Interface (DVI) inputs and outputs for pass-through processing. The processor has also been reduced in height from two rack units to one, simplifying both installation and handling.

Both processors deliver stunning image quality with superb color, detail and clarity, and are ideal for all applications-especially Home Theaters, screening rooms and commercial installations – that require high-quality video performance.

Availability and retail pricing for the FDP-DLP30HD Faroudja Digital Projector Package will be announced at CES. It can be seen with Faroudja's other outstanding products in Booth 23000, Las Vegas Convention Center, South Hall 1 & 2, during CES.

About Faroudja

Faroudja is a world leader in high-performance video processing technologies for markets requiring superior image quality solutions. Faroudja provides innovative products for the HDTV broadcast, home theater, digital television and PC/TV convergence markets. Faroudja's technologies are protected by more than 60 patents. Faroudja has received numerous awards, including three Emmy awards: for HDTV in Oct. 2001, for Color Decoding in 1991, and a Lifetime Achievement Emmy presented in June 1998 to its founder, Yves Faroudja.

About Genesis Microchip

Genesis Microchip Inc. (Nasdaq:GNSS) is a leading provider of image processing systems enabling superior picture quality for a variety of consumer and PC-display products. Featuring Genesis Display Perfection™ technologies and Emmy-award winning Faroudja video technology, Genesis system-on-a-chip solutions are used worldwide by display manufacturers to produce visibly better images across a broad set of devices including flat-panel displays, digital TVs, digital CRTs, projectors and DVD players. Genesis boasts a technology portfolio that features 135 patents, including analog and mixed signal System-on-a-chip design, DCDi™ deinterlacing, TrueLife™ video enhancement and IntelliComb™ video decoding. Founded in 1987, Genesis supports its leading-brand name customers with offices in the U.S., Canada, India,

Taiwan, Korea, China and Japan. For more information about Genesis Microchip Inc. or Genesis Display Perfection™ technologies, please visit www.genesis-microchip.com.

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