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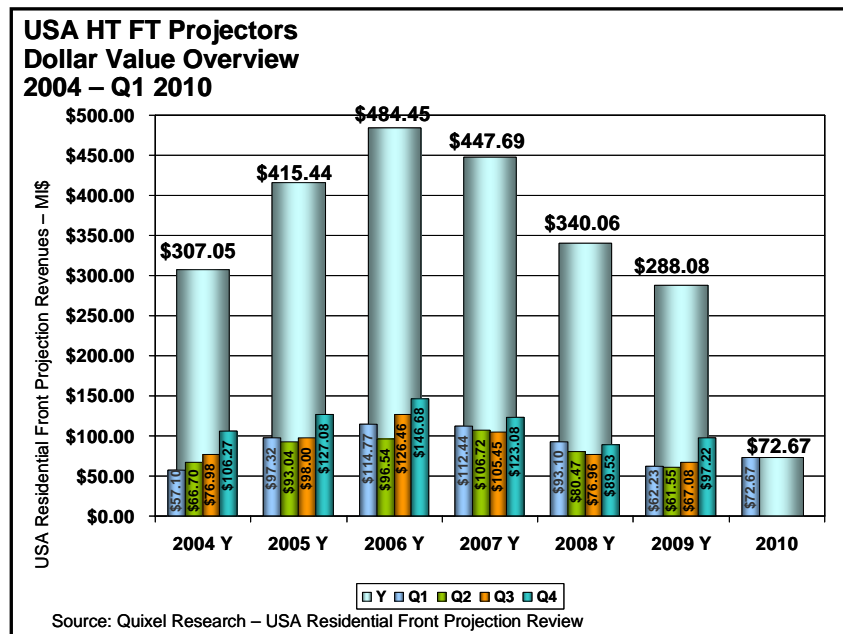
FOR IMMEDIATE RELEASE

Q1 2010 Home Theater Front Projector Sales Grow Sharply Year-to-Year

Portland, OR – May 24, 2010. For Immediate Release: Following an outstanding fourth quarter, the Home Theater Front Projection category kept its momentum, with sales growing sharply in both volume and value year-to-year. Quixel Research’s *USA Home Theater and Entertainment Front Projector Market Review* for Q1 2010 revealed that USA unit sales were down seasonally from Q4 2009 to Q1 2010 or declined 21% in volume and 25% in value. However, year-to-year the category saw a 51% increase in unit sales and a 17% increase in revenues. “The entry level models really carried the category in the first quarter,” stated Tamaryn Pratt, Quixel Research’s principal. “Both DLP and 3LCD entry level HD1080p models were widely available and hovering around the \$999 and \$1499 range, which wasn’t the case early last year.” Overall value for the Home Theater Front Projection category was \$72M in Q1 2010 compared to \$97M in Q4 2009, and \$62M in Q1 2009. The overall ASP for the category was close to \$2,000 for the first time.

Quarter-to-quarter the HD1080p resolution segment dipped a mere 5% in units and gained 12% volume share for the same time period. Revenues for the HD1080p segment were \$65M in Q1 2010 or down 20% compared to Q4 2009; however, year-to-year revenues were up 35%

Quixel Research’s *USA Home Theater and Entertainment Front Projector Market Review* is currently available for purchase. The report tracks and analyzes the quarterly results for the residential front projector market and forecasts to 2013. Email info@quixelresearch.com for more information.



About Quixel Research

Quixel Research provides market research services covering the consumer market for advanced TVs. The company details the state of the current market, future trends, and pending technology shifts as well as extensive primary research, providing insights into the opinions and attitudes of consumers. For more information about Quixel Research, visit our website at www.quixelresearch.com.