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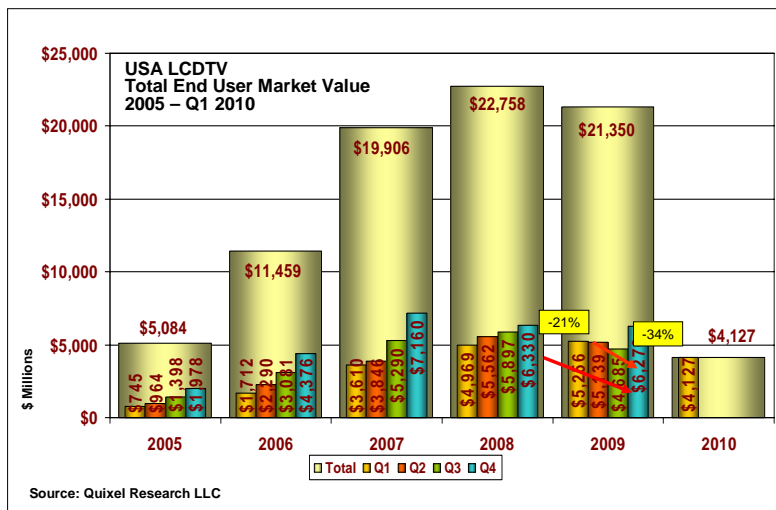
**FOR IMMEDIATE RELEASE**

## LED and Large Screen LCDTV Sales, a Bright Spot in a Challenging Q1 2010

**Portland, OR – May 10, 2010.** For Immediate Release: After an exceedingly strong Q4 and overall 2009, USA LCDTV sales fell flat in Q1 2010, with LED and large screen model results providing a silver lining for the quarter. Quixel Research’s recently published *LCDTV Market Review* revealed that volume and value were down sharply for both Q1’09 to Q1’10 and Q4’09 to Q1’10. LCDTV value for the category fell 34% Q2Q to \$4.1B in Q1’10 compared to \$6.2B in Q4’09 and was down 21% Y2Y. Unit sales dropped 40% Q2Q and 10% Y2Y. “It was a tough quarter for the overall LCDTV category. Traditional seasonality was in play, but there were also product transition shortages and weaker consumer demand coming off an extremely strong holiday season,” stated Tamaryn Pratt, Quixel Research’s Principal. “Fortunately, the LED and large screen sales results were up dramatically, lending a positive note in a down quarter.”

For the first time, the LCDTV category has seen wider availability and affordability in the 60”+ screen size segment, with more than 7 models launched in Q1 2010. Unit sales almost doubled from Q4’09 to Q1’10 for the 60”+ segment driving sales growth up 700% from Q1’09 to Q1’10. The 55” to <60” segment also showed tremendous growth Y2Y with an increase of nearly 300%. In keeping with the large screen models, LED sales results were up both Q2Q and Y2Y growing 44% and 1380% respectively. Most significantly, more LED 55” models were sold into the market than 55” CCFL models in Q1 2010.

The Q1 2010 decline in the overall LCDTV market has not altered Quixel Research’s outlook for 2010 and beyond. Quixel’s projections for the USA LCDTV market in units show the category growing out to 2013 with large screen models taking an increasing share in the category.



### 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](http://www.quixelresearch.com).