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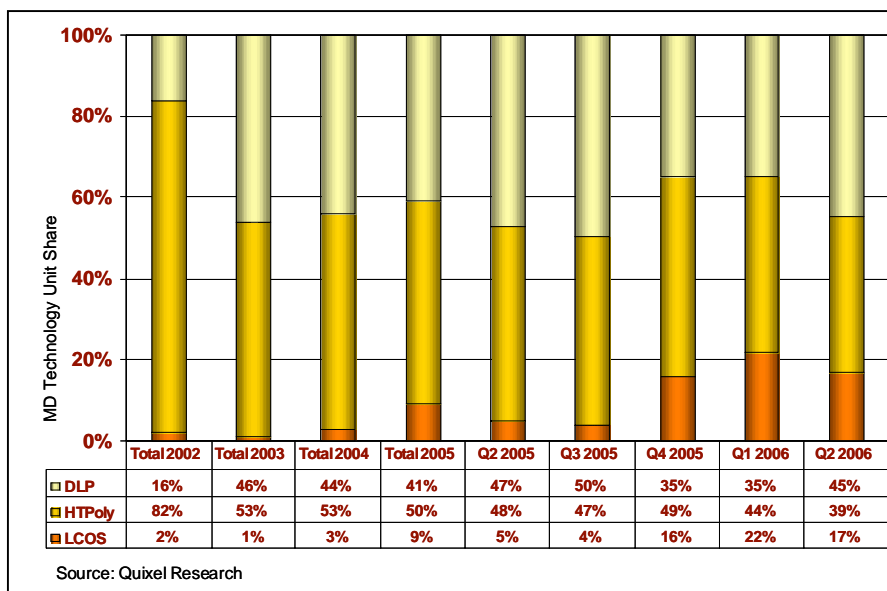
**Microdisplay RPTV is Not Dead Yet**

*Year-to-year results from Q2 2006 show another strong growth year for the MD category*

**Portland, OR – August 10, 2006.** For Immediate Release: Amongst the deafening noise of the large screen Flat TV debate, cash registers were ringing up solid sales for the Microdisplay RPTV category in Q2 2006. Quixel Research’s *MicroDisplay Rear Projection Market Review* for the second quarter 2006 reports that unit sales of MD RPTVs grew 35 percent year-to-year, and with seasonality taken in to affect, will assure another year of growth for the category. Revenues also grew a strong 11 percent from Q2 2005 to Q2 2006 and topped \$961M for the quarter. “The Microdisplay category continues to evolve and find new opportunities in the market place,” comments Tamaryn Pratt, Quixel Research principal. “One aspect is form factor; over the last 12 months products have certainly become lighter and thinner. For many consumers a MD RPTV is thin enough and offers 720p resolution. In reality, several manufacturers are addressing the traditional CRT market.” Microdisplay RPTVs weighing less than 75 pounds increased in units sales 254 percent and those less than 13 inches deep captured close to 5 percent unit share in only one quarter.

The strength of the new DLP MDs launched in Q2 2006 bolstered overall DLP unit and value results. Unit share for DLP MDs gained 10 percent from Q1 2006 to Q2 2006 and captured the majority of the overall market. DLP revenues also took the lead in the second quarter, topping \$421M during the second quarter or up four percent from Q2 2005 to Q2 2006.

The total value of the Advanced TV market in the USA was worth almost \$5B in revenues in Q2 2006 and the MD RPTV segment represented almost 20 percent of that market. Quixel Research’s projections for the USA MD RPTV revenues show the category reaching close to \$5.4B by 2009.



**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).