



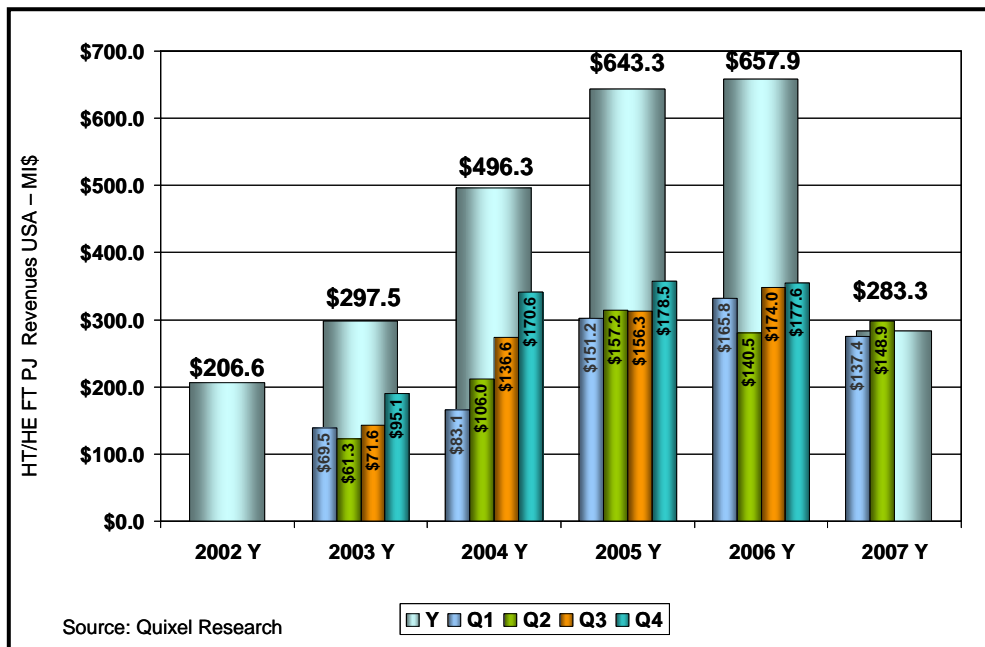
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FOR IMMEDIATE RELEASE

Amidst Flat TV Mania, Home Theater Projectors Show Unit and Value Growth
1080p sales glean excitement in Q2

Portland, OR – August 23, 2007. For Immediate Release: Even while consumers are surrounded by a sea of Flat Panel TV options, a loyal bevy of Home Theater enthusiasts continue to support the Front Projection category with both revenue and unit sales increasing in the second quarter 2007. Quixel Research's *Home Theater and Entertainment Front Projector Market Review* for Q2 2007 revealed that unit sales were up four percent from Q1 2007 to Q2 2007 and values were up six percent for the same time period. "For many passionate home theater buffs, a front projector is the only way to have a "big screen" experience," states Tamaryn Pratt, Quixel's Principal. "Higher resolution models have really shined a light on the category again. However, there are devotees at all price levels and now there are enough options, both well known and niche brands, that almost anyone can have an immersive experience in their home and even outdoors for that matter."

Strong sales of 1080p models supported much of the unit and revenue increase in the second quarter 2007. Volume for 1080p Home Theater Front Projectors was up 37 percent from Q1 2007 to Q2 2007 and over 700 percent year-to-year. Revenues for the 1080p segment were up 13 percent and captured 36 percent of the total Front Projection category. Overall revenues for the Home Theater Front Projection category were up eight percent from Q1 2007 to Q2 2007 or grew from \$137M to \$148M quarter-to-quarter. Year-to-year the category was up six percent.



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.