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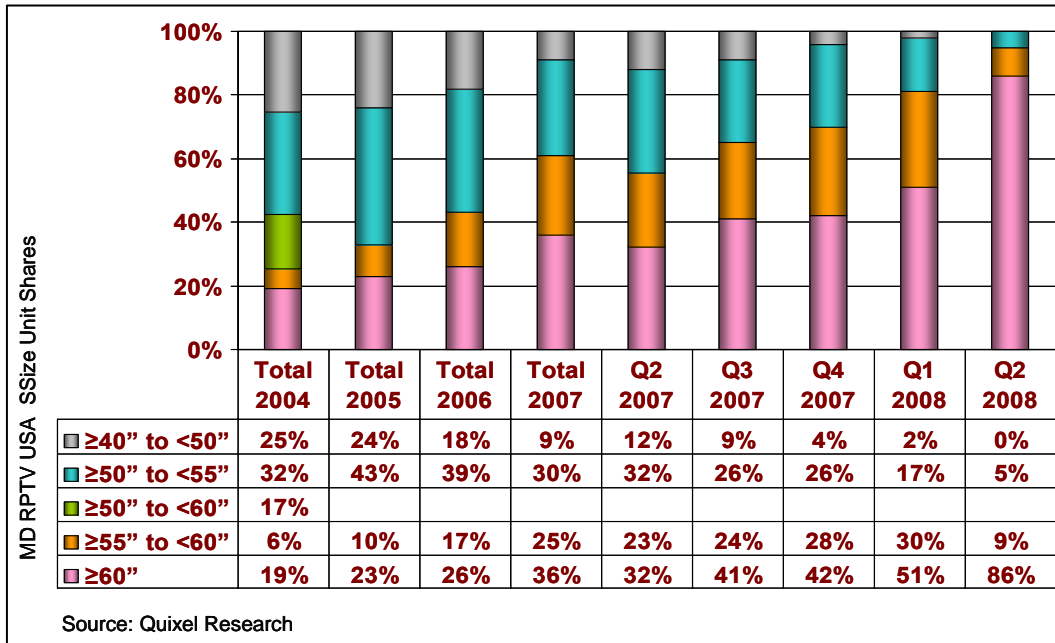
FOR IMMEDIATE RELEASE

60"+ MicroDisplay RPTV Sales Keep the Category Afloat in Q2 2008

Portland, OR – August 22, 2008. For Immediate Release: For the time being, neither LCDTVs or Plasma TVs offer the best value for a super large screen 1080p HDTV and MicroDisplay RPTV providers have stepped up to fill that void. Quixel Research’s *MicroDisplay Rear Projection Market Review* for Q2 2008 shows the 60” and above segment increasing in value and volume during the second quarter. “The market has changed and there is no value for 42”, 46” and 50” MD RPTVs now, but there is great value in the screen sizes above 60”,” stated Tamaryn Pratt, Quixel Research Principal. “True big screen enthusiasts can purchase a 60” or 65” for \$2,000 or less, even 73” models are available for under \$3,000 day in and day out, and there is really not a comparable Flat TV offering to compete with those price points.” In Q2 2008, the 60”+ segment increased unit sales 67 percent compared to Q1 2008 and 23 percent compared to Q2 2007. In unit share the 60”+ segment accounted for 86 percent of the total MD category in Q2 2008 or more than double Q2 2007 share results of 32 percent.

With the USA MicroDisplay RPTV category now operating in niche model, both value and volume for the category were flat in Q2 2008. Revenues were off two percent or \$257M in Q2 2008 compared to \$262M in Q1 2008. Volume for the second quarter 2008 was 136K units compared to 137K in the first quarter 2008.

The total value of the Advanced TV market in the USA was worth almost \$7B in revenues in Q2 2008 and the MD RPTV segment represented close to 4 percent of that market in revenues and 2 percent in volume.



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.