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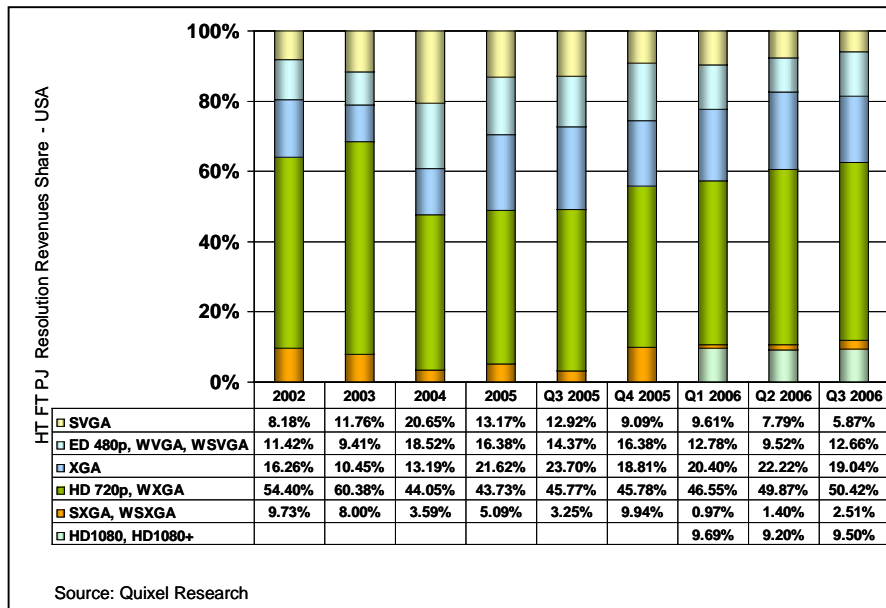
**FOR IMMEDIATE RELEASE**

## 480p Home Entertainment Front Projector Sales Have the Magic Touch in Q3 2006

**Portland, OR – November 16, 2006.** For Immediate Release: Quixel Research's *Front Projector Market Review* for Q3 2006 reveals that the entry level Home Entertainment Front Projector segment's sales fueled the overall Home Theater Front Projector category growth in the third quarter. Volumes for the 480p segment climbed 77 percent from Q2 2006 to Q3 2006 and 35 percent year-to-year. "The Front Projector/DVD combi models really drove the 480p segment and the overall market in the third quarter," states Tamaryn Pratt, Quixel's principal. "Not only were there new combi models available in the market, they were more widely distributed than in the past. Both the combi models and low cost 720p models were priced attractively enough for consumers to pass up low cost 4x3 business-to-business models in the third quarter." Revenues for the 480p segment topped \$22M in Q3 2006 or up 65 percent from Q2 2006 sales of \$13M.

After a slump in the second quarter, sales for the total USA Home Theater Front Projector category were back up in the third quarter. Revenues topped \$174M in Q3 2006 or when compared to Q2 2006 quarter-to-quarter increased 24 percent. Year-to-year sales were also up for the Home Theater Front Projector category, growing 11 percent. Driven by strong LCD/HTPS sales, unit volume increased almost 30 percent from Q2 2006 to Q3 2006 and 14 percent from Q3 2005 to Q3 2006.

Quixel Research expects continued growth in the entry level segments as well as the high resolution segments in both 2006 and the longer term. Quixel forecasts that channel expansion in the total Front Projector market will accelerate solid consumer adoption, with unit sales closing in on 700,000 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).