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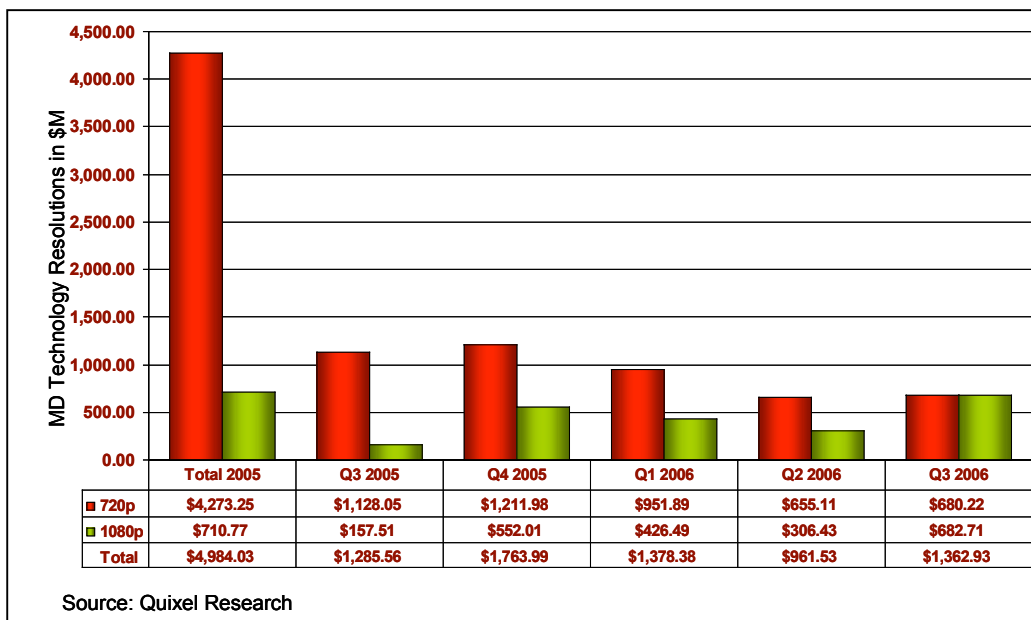
FOR IMMEDIATE RELEASE

1080p Microdisplay RPTV Sales Almost Triple in Q3 2006
MD 1080p continued to be the 1080p product of choice for consumers

Portland, OR – November 13, 2006. For Immediate Release: More and more customers are finding that the 1080p Microdisplay RPTV is right choice for their living room. Quixel Research’s *MicroDisplay Rear Projection Market Review* for Q3 2006 reports that unit sales for 1080p MD RPTV category grew 134 percent from Q2 2006 to Q3 2006 and on a year-to-year basis, increased six times in unit sales. “In the current marketplace, consumers cannot find a better 1080p value than in the MicroDisplay TV category,” comments Tamaryn Pratt, Quixel Research principal. “On average in Q3, the MD models sized 50” – 52” were anywhere from \$1,500 to \$2,000 less expensive than similar sized LCDTVs. In the screen sizes 60” and above, realistically, there was no true competition at all.” Revenues for 1080p Microdisplay models topped 720p Microdisplay revenues for the first time in the third quarter, accounting for \$682M in sales. When comparing 1080p MD sales over time, the segment revenues grew 124 percent quarter-to-quarter and 333 percent year-to-year.

The USA Microdisplay RPTV category showed strong overall results from Q2 2006 to Q3 2006. MD sales were up 43 percent or topped \$1.4B in Q3 2006 compared to \$1B in Q2 2006 and on a year-to-year basis sales rose six percent. In units, the category climbed 43 percent quarter-to-quarter and 28 percent year-to-year.

The total value of the Advanced TV market in the USA was worth almost \$7B in revenues in Q3 2006 and the MD RPTV segment share was up slightly, represented over 20 percent of the 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.