



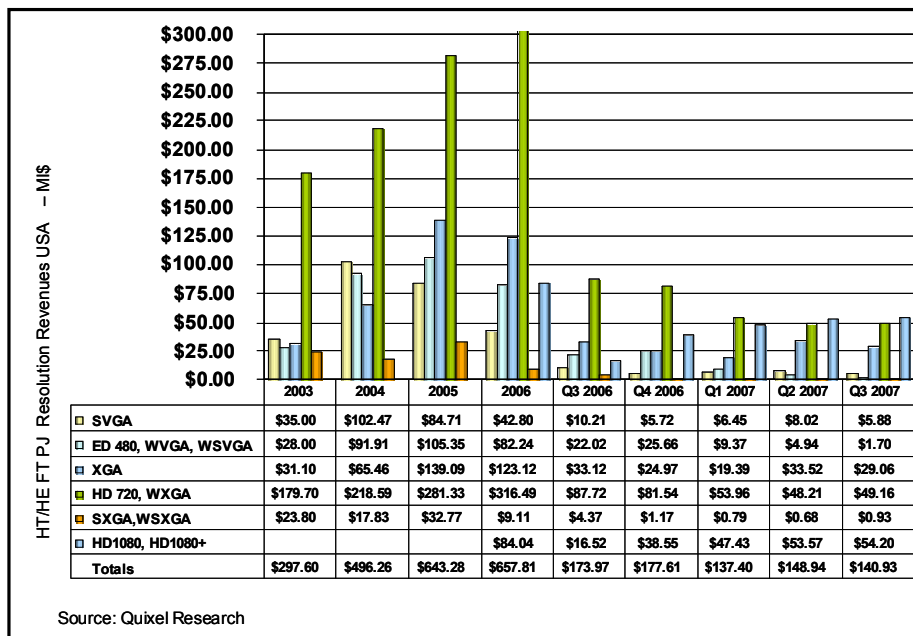
Press contact:
 Shauna Nokleby
 Quixel Research, LLC
 shauna@quixelresearch.com
 503.347.5358

FOR IMMEDIATE RELEASE

Value 720p Moves the Home Theater Front Projection Category in Q3

Portland, OR – November 16th, 2007. For Immediate Release: Projectors with native 720p resolution proved to be a great value for consumers in the third quarter. Quixel Research's *Home Theater and Entertainment Front Projector Market Review* for Q3 2007 revealed that USA unit sales for the 720p resolution segment grew 43 percent from Q2 2007 to Q3 2007 and captured 40 percent of the total market for Q3. "The residential front projection market is very segmented," states Tamaryn Pratt, Quixel's Principal. "For all the buzz about 1080p in the projection industry, as well as the entire display industry, 720p at the right price is perfect for many consumers' needs. We saw the 720p category blossom in the third quarter; all the top sellers were 720p and they were all priced below \$1300, many even included a screen." Volume growth was by offset the reduced points, as well as the lack of sales in the higher end 720p sales, and revenues for the 720p segment were only up two percent from Q2 2007 to Q3 2007 or \$49M.

Unit shipments for the overall Home Theater and Home Entertainment Front Projection category were up three percent from Q2 2007 to Q3 2007 but revenues were down 19 percent year-to-year as the category battled all other Advanced TV categories for mind share with consumers. Overall revenues for the residential front projection category were down five percent from Q2 2007 to Q3 2007 or fell from \$148M to \$140M quarter-to-quarter. Year-to-year the category was also down 44 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.