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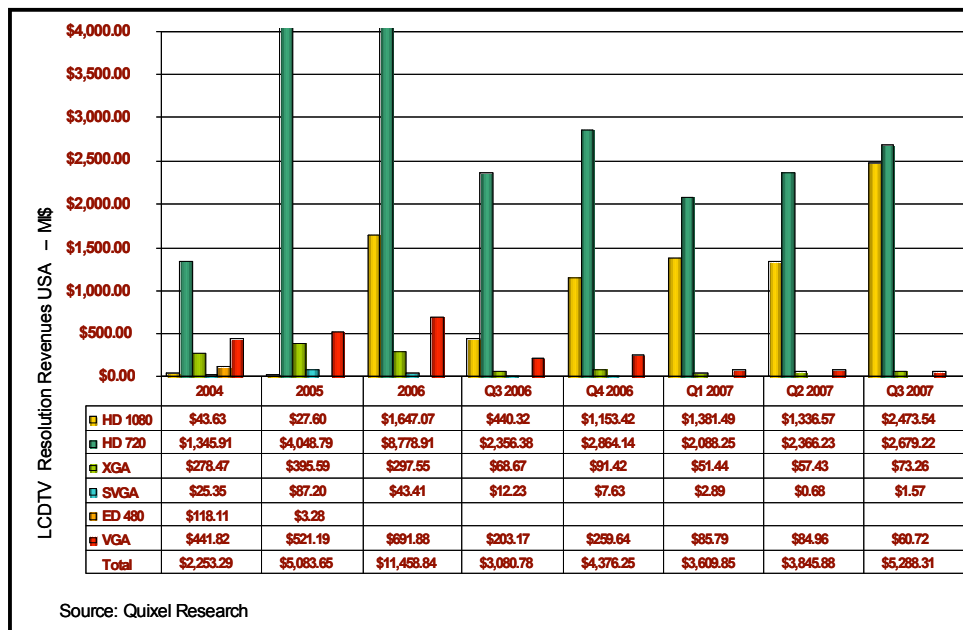
**FOR IMMEDIATE RELEASE**

**LCDTV is the FlatTV 1080p category as sales top 1M in Q3 2007**

**Portland, OR – November 12, 2007.** For Immediate Release: After several quarters of modest growth, 1080p LCDTV segment sales lit the category on fire in the third quarter 2007. Results from Quixel Research’s recently published *LCDTV Market Review* for Q3 2007 found explosive growth in the large screen LCDTV segments 40” and above as unit sales grew 113 percent over the second quarter 2007. “PDP manufacturers have their work cut out for them,” states Tamaryn Pratt, Quixel Research’s Principal. “The LCDTV category has already outsold PDP at 42” and is now upping the stakes with 1080p resolution models. The wide availability of 46” and 47” 1080p LCDTV models will soon put pressure on 50” PDP where 1080p is not yet widely available.” Revenues for the 40” to <43” 1080p LCDTV segment grew 188 percent quarter-to-quarter topping \$1.7B in Q3 and from Q3 2006 to Q3 2007 the segment saw revenues increase 362 percent. The 40” to <43” 1080p LCDTV segment represented 10% of the total category’s revenues or up three percent quarter-to-quarter.

Overall unit sales for the LCDTV category were up 29 percent quarter-to-quarter and 73 percent year-to-year. In value, the LCDTV category generated \$5.2B in revenues or up 38 percent from Q2 2007 revenues of \$3.8B. Comparing year-to-year, LCDTV revenues were up 72 percent.

The total value of the Advanced TV market in the USA was worth almost \$7.5B in revenues in Q3 2007 and the LCDTV segment represented almost 70 percent of that market. Quixel Research’s projections for the USA LCDTV market show the category tripling in volume by 2010.



**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).