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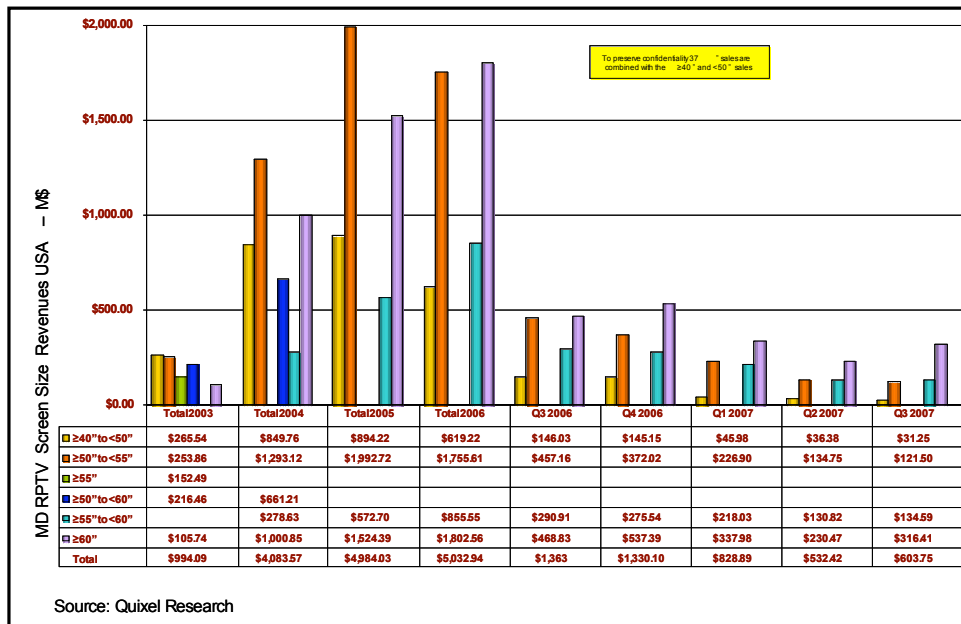
FOR IMMEDIATE RELEASE

MD RPTV Sales Were Up in Q3 and so Were Screen Sizes

Portland, OR – November 14, 2007. For Immediate Release: Both unit and revenue results for the USA Microdisplay RPTV category were up in the third quarter of 2007 with 60” and above sales leading the category in overall growth. Quixel Research’s *MicroDisplay Rear Projection Market Review* for Q3 2007 reports that unit sales for the USA MD RPTV category were up eight percent from Q2 2007 with sales of models 55”+ showing the largest quarter-to-quarter increase. “While smaller MDs are no longer competitive in the overall 40” and above display space, in Q3, the models in the 55” to 59” and 60” and above screen size segments proved meaningful, with those segments increasing nine percent and 37 percent in units respectively,” stated Tamaryn Pratt, Quixel Research’s Principal. “These large screen models were closing in on half of the volume in Q3 and currently have over half the value.” Revenues for the 55” to 59” segment were up three percent from Q2 2007 to Q3 2007 while the 60” and above segment saw value grow 37 percent for the same time period.

Revenues for the MD RTPV category topped the \$600M in Q3 2007 increasing 13 percent from Q2 2007 results of \$532M. As price pressures from the Flat TV categories continued to increase, MD RPTV revenues saw a 56 percent decline in value when compared to Q3 2006. Year-to-year unit sales were also down, falling 48 percent.

The total value of the Advanced TV market in the USA was worth almost \$7.5B in revenues in Q3 2007 and the MD RPTV segment share represented over 8 percent of the market.



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.