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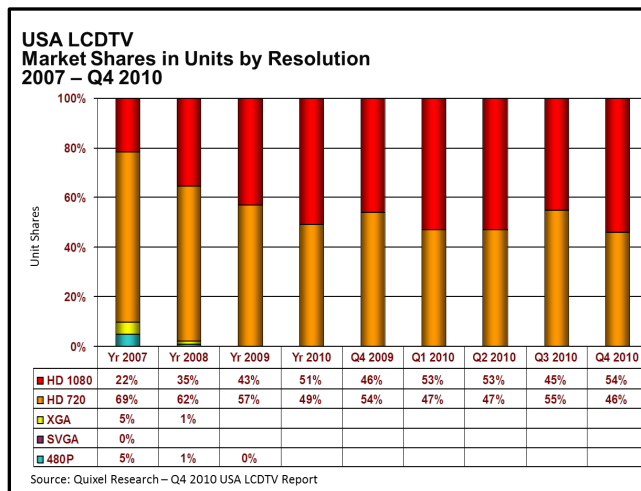
**FOR IMMEDIATE RELEASE**

**In 2010 HD1080p Models Finally Top the OVERALL LCDTV Category**

**Portland, OR – February 14, 2011.** For Immediate Release: The majority of the overall LCDTV unit sales migrated from HD720p to HD1080p in both Q4 and 2010 as a whole. The LCDTV 40”+ models have led the flat panel TV market in HD1080p adoption for several years but, Q4 was the first time the overall market ceded to HD1080p. Quixel Research’s recently published *LCDTV Market Review* revealed HD1080p unit share was 51% of the overall LCDTV category in 2010 and 54% in Q4 2010 or an increase of 8% and 9% respectively. “Small screen size sales were really the key to the switch from HD720p to HD1080p” stated Tamaryn Pratt, Quixel Research’s Principal. “There is little, if any, cost delta at the component level under 32” and that is a very competitive space, so TV manufacturers and branders can promote a higher resolution regardless of necessity.” Unit sales of HD1080p LCDTVs below 40” grew 65% from Q3’10 to Q4’10, and when comparing 2009 to 2010, HD1080p volume was up 36% while HD720p volume was down 16%. Piloted by the larger sized LCDTV models, HD1080p revenues have outpaced HD720p for the LCDTV category overall since 2008, and made up 75% of the category in 2010.

Overall shipment volume for the LCDTV category was up 25% from Q3’10 to Q4’10 and up 3% from Q4’09 to Q4’10. The economic climate attributed to the flat results annually, with unit sales off about 1% from 2009 to 2010. Revenues for the LCDTV category were also up from Q3’10 to Q4’10, rising to \$5.9B for the quarter. However, large screen model sales could not offset quickly eroding ASPs and the sluggish overall demand. As a result revenues declined 5% from Q4’09 to Q4’10 and were down 11% from 2009 to 2010. Revenues for the LCDTV category were \$19B in 2010.

Quixel Research projects very modest growth in 2011 and 2012. The firm’s USA LCDTV Market Review is currently available for purchase. Contact us about the huge increase in LED sales, results for the 3D LCDTV segment, as well as the Connected TV segment – “the real success story” of 2010. Quixel’s report tracks and analyzes the quarterly results for the overall LCDTV category including forecasts to 2014. Email [info@quixelresearch.com](mailto:info@quixelresearch.com) for more information.



**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).