



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

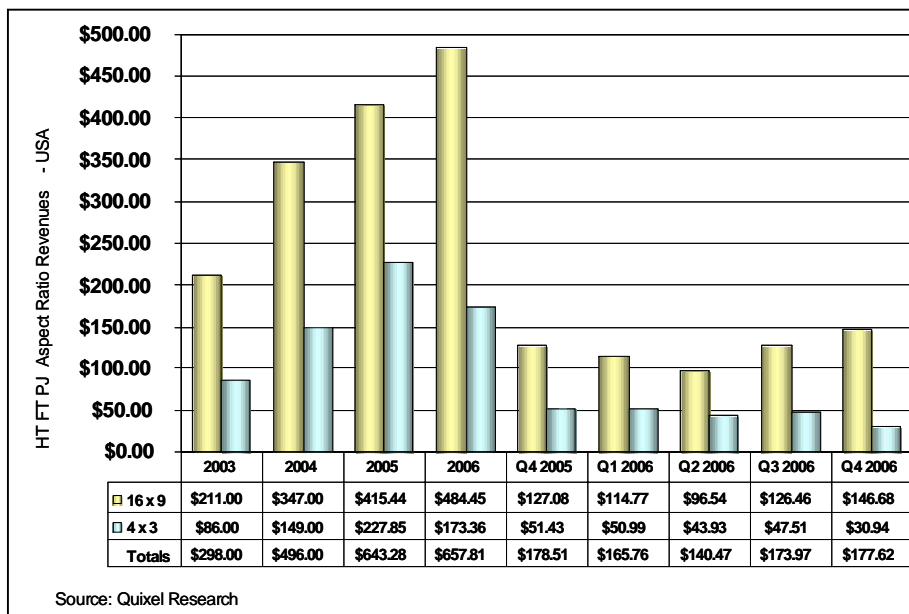
FOR IMMEDIATE RELEASE

Entry Level 16x9 Models Dominate the Residential Front Projection Category
4x3 Models Once the Low Cost Favorite, Have Been Overtaken

Portland, OR – February 19, 2007. For Immediate Release: Quixel Research's *Front Projector Market Review* for Q4 2006 reveals that unit sales of 16x9 entry level Home Entertainment Front Projectors have finally supplanted 4x3 crossover model sales. Volume for 16x9 models rose 27 percent from Q3 2006 to Q4 2006 and 39 percent from 2005 to 2006. "In the fourth quarter 74 percent of the category was 16x9, which is quite a change from a year ago when 16x9 models made up barely half of the residential front projection category," states Tamaryn Pratt, Quixel's Principal. "In the past, the category didn't have a meaningful number of low cost 16x9 models available and consumers found value in 4x3 models. Now both 480p and 720p 16x9 models can be purchased for a little less than \$1,000 and 4x3 models are becoming superfluous." In Q4 2006, more than half of the models sold in the <\$1K price segment were 16x9. Additionally, almost half of the total residential front projection market unit sales were priced <\$1K in both Q4 2006 and total 2006.

On an overall basis, unit sales for the residential Front Projection market rose nine percent from 2005 to 2006 and two percent from Q3 2006 to Q4 2006. Revenues were also up, increasing two percent from 2005 to 2006, or topping \$657M in 2006.

Quixel Research expects continued growth in the entry level segments as well as in the high resolution segments in both 2007 and the longer term. Quixel forecasts that channel expansion in the total Front Projector market will accelerate solid consumer adoption, with unit sales topping 700,000 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.