



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

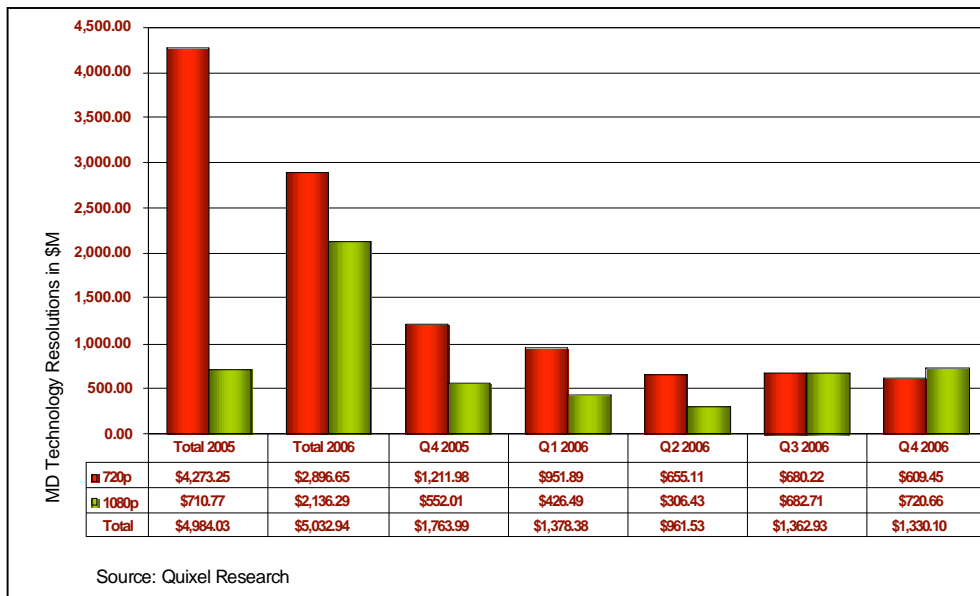
FOR IMMEDIATE RELEASE

2006 Proved Another Year of Solid Growth For MD RPTV Category

Portland, OR – February 15, 2007. For Immediate Release: Amidst a sea of falling Flat TV prices, consumers continued to find value in Microdisplay Rear Projection TVs. Quixel Research’s *MicroDisplay Rear Projection Market Review* for Q4 2006 reports that unit sales for the USA MD RPTV category were up 25 percent from 2005 to 2006 and also up 13 percent from Q3 2006 to Q4 2006. “It was very interesting that the MD RPTV category continued to grow at both the large and smaller screen sizes. Unit sales for ≥60” models grew 25 percent from 2005 to 2006 and the value was obvious when compared to Flat TVs of similar size,” stated Tamaryn Pratt, Quixel Research Principal. “However, the 46” MD RPTV models also showed another quarterly increase in volume, addressing a consumer that was more brand conscious and perhaps needed to fill a specific space in their homes where a Flat TV would not work.” The ≥40” to <50” screen size segment captured almost 20 percent of the total MD RPTV category in 2006 while the ≥60” segment accounted for over 25 percent of the category.

Revenues for the MD RTPV category topped the \$5B mark in 2006, increasing one percent from 2005 results of \$4.9B. As price pressures increased in the fourth quarter, revenues saw a slight dip, falling two percent to \$1.3B in Q4 2006. 1080p sales continued to be a bright spot for the MD RPTV category, with revenues up over 200% from 2005 to 2006.

The total value of the Advanced TV market in the USA was worth almost \$24B in revenues in Q4 2006 and the MD RPTV segment share represented over 20 percent of the market. By 2009, Quixel Research projects that all MD RPTVs will be 1080p.



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.