



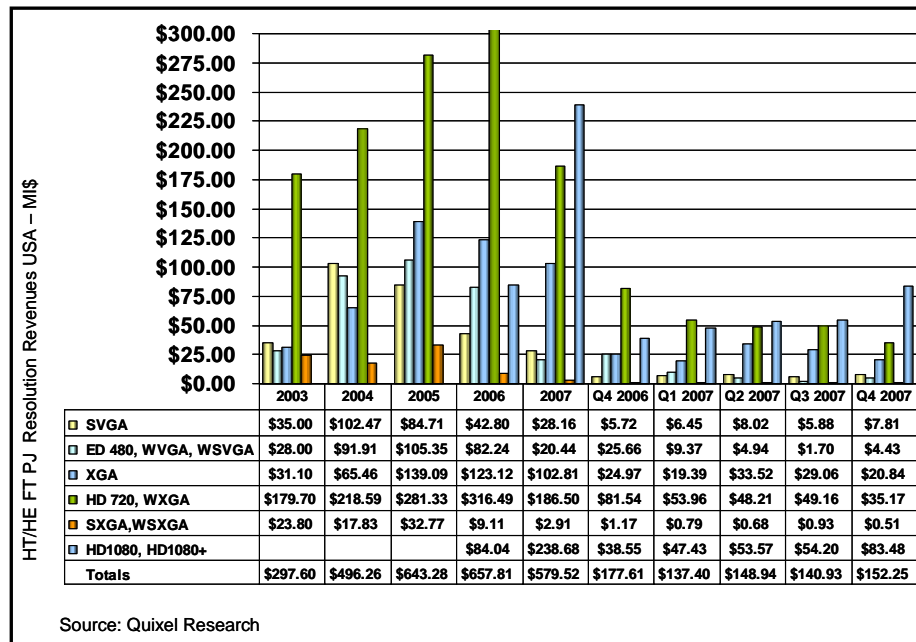
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FOR IMMEDIATE RELEASE

Home Theater Front Projection Revenues End 2007 on a High Note

Portland, OR – February 20, 2008. For Immediate Release: In a year where Flat TVs were all the rage, the Home Theater and Entertainment Front Projector Market ended 2007 with a healthy increase in revenues. Quixel Research’s *Home Theater and Entertainment Front Projector Market Review* for Q4 2007 revealed that USA sales grew eight percent from Q3 2007 to Q4 2007, ending the quarter with \$152M in revenues compared to Q3 revenues of \$140M. The category’s solid finish however was not enough to support a revenue increase for total 2007 as values fell 12 percent to \$579M in 2007. “1080p model sales of both entry and high end models were the fuel behind the revenue growth in the fourth quarter,” states Tamaryn Pratt, Quixel’s Principal. “The residential front projector category is still very much an enthusiast category and there were many fabulous 1080p offerings for the consumer who has been waiting to upgrade their projector.” The industry saw a 54 percent increase in 1080p revenues in the fourth quarter and a 184 percent increase from 2006 to 2007. The total value for the 1080p segment was \$83M in Q4 2007 and \$238M for total 2007.

Overall unit shipments for the Home Theater and Home Entertainment Front Projector category were down 15 percent from 2006 to 2007 but were up one percent from Q3 2007 to Q4 2007. As was the case with revenues, 1080p unit sales kept the category afloat with an increase of 72 percent from Q3 2007 to Q4 2007 and 343 percent from 2006 to 2007. Conversely, the 720p resolution segment suffered from 15 percent and 11 percent unit declines for the respective periods.



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.