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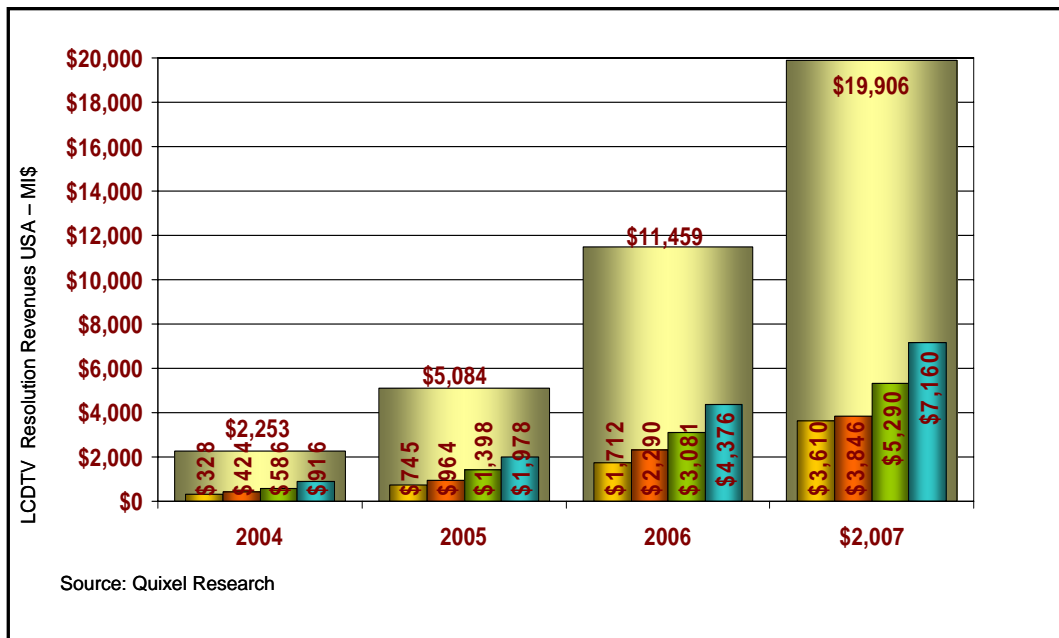
FOR IMMEDIATE RELEASE

Big Screen 1080p LCDTVs Were the Big Story in 2007

Portland, OR – February 11, 2007. For Immediate Release: Quixel Research’s recently published *LCDTV Market Review* revealed that 2007 was the year that large screen LCDTVs took a giant leap forward in both units and revenues. Sales for the 40” to <45” LCDTV segment saw sales increase almost 300 percent from 2006 to 2007, while the 45” to <50” LCDTV segment increased almost 400 percent for the same time period. “The 32” screen size won’t be the sweet spot in the marketplace for much longer,” stated Tamaryn Pratt, Quixel Research’s Principal. “As fab capacity continues to increase, LCDTV unit sales of the 40” and 42” models will soon outpace 32” sales. In 2007, the combined unit sales of the 40” to 47” models already topped the 32” segment in unit sales. This was great news for large screen manufacturers; because 1080p is so dominant in the screen sizes above 40”, value for the combined 40” to 47” models more than doubled the value for the 32” segment for the year.” Full HD sales escalated swiftly in the fourth quarter when LCDTVs 40”+ and above were three times as likely to be 1080p.

Overall unit sales for the LCDTV category were up 74 percent from 2006 to 2007 and up 39 percent from Q3 2007 to Q4 2007. In value, the LCDTV category generated \$19.9B in revenues for 2007 or up 74 percent compared to 2006 results of \$11B.

The total value of the Advanced TV market in the USA was worth almost \$28.7B in revenues in 2007 and \$9.6B in Q4 2007. The LCDTV segment represented almost 70 percent of that market in 2007. Quixel Research’s projections for the USA LCDTV market show the category close to tripling in volume 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.