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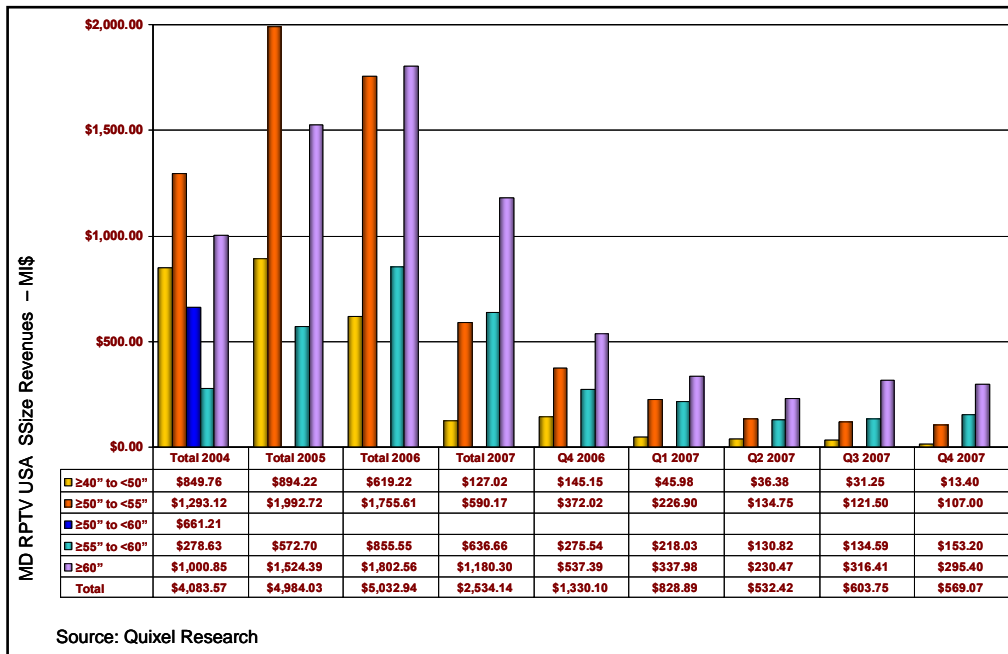
FOR IMMEDIATE RELEASE

Large Screen MD RPTV Sales Were Not Enough to Move the Category Forward in 2007

Portland, OR – February 13, 2007. For Immediate Release: Both unit and revenue results for the USA Microdisplay RPTV category fell short in 2007 as increased large screen unit sales were not enough to support sales increase year-to-year. Quixel Research’s *MicroDisplay Rear Projection Market Review* for 2007 shows a unit decline of 40 percent for 2007 compared to 2006 and a 50 percent decline in revenues for the same time period. “When compared to their Flat TV competition, the large screen MD RPTVs offered consumers a great value and subsequently, we saw sales for the 60”+ segment hold steady in the back half of the year,” stated Tamaryn Pratt, Quixel Research’s Principal. “It was the 50” to 54” segment that really lost ground in 2007 and this segment has traditionally been the workhorse of the category.” Fast falling large screen PDP ASPs strongly affected the 50” to 54” segment and sales fell over 50 percent from 2006 to 2007. MD RPTV models 60”+ represented 42 percent of the MD market in Q4 2007 and 36 percent in total 2007.

Revenues for the USA MD RTPV category topped \$2.5B in 2007 or fell from \$5B in 2006. Quarter-to-quarter values were fairly stable with revenues of \$603M in Q3 2006 compared \$569M in Q4 2007. The aggregate ASP for the MD RPTV segment declined 16 percent from 2006 to 2007.

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 MD RPTV segment share represented over 8 percent of the market.



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.