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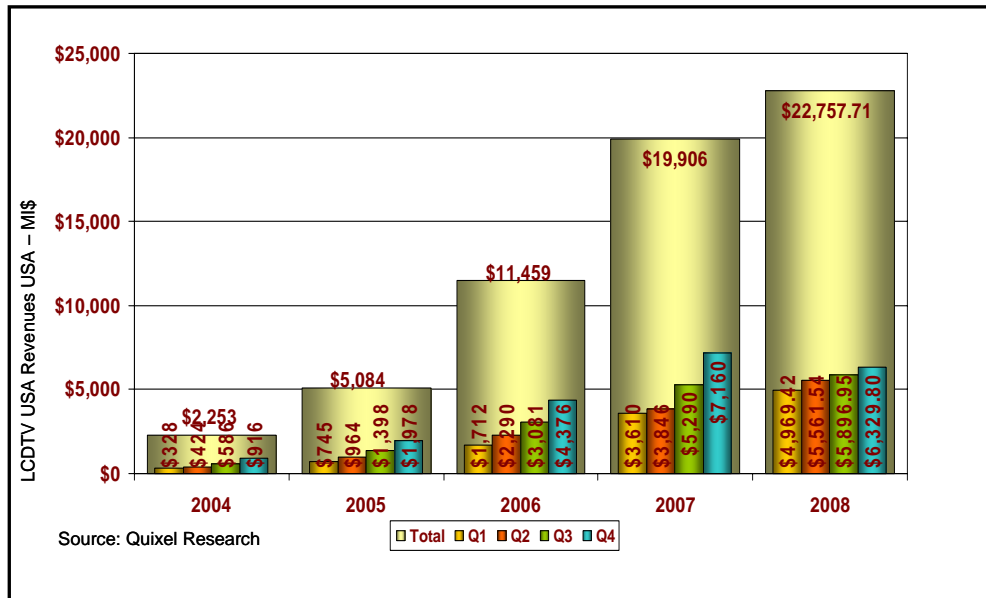
FOR IMMEDIATE RELEASE

The LCDTV Freight Train Rolls Ahead in a Faltering Economy
LCDTV Unit and Revenues Results Both Up Significantly from 2007-2008

Portland, OR – February 11, 2009. For Immediate Release: The LCDTV category defied economic woes and saw significant unit and revenue increases from 2007 to 2008. Quixel Research’s recently published *LCDTV Market Review* revealed the overall LCDTV market increased 14% in value to \$22.7B in 2008 over 2007 results of \$19.9B. Quarter-to-quarter revenues rose 7% or posted \$6.3B in sales for the fourth quarter 2008. “The LCDTV category saw another fantastic year of growth in 2008, with double digit increases in both dollars and units,” stated Tamaryn Pratt, Quixel Research’s Principal. “However, rapid ASP declines in all screen sizes pushed year-to-year values down 12%, foreshadowing a tough future as far as LCDTV revenues are concerned.” Unit sales were up 29% from 2007 to 2008 or topped 24.4M units and were also up 21% from Q3 2008 to Q4 2008.

In the large screen LCDTV segments, the 40” and 42” screen size segment saw the strongest growth quarter-to-quarter or up almost 40% in units for Q4 2008. However, it was the 52” and 55”+ segments that saw the most unit growth from 2007 to 2008 or up 160% and 302% respectively.

Sales of 1080p LCDTVs captured 35% of the overall market in units and 61% in value for 2008. In the large screen size segments, 1080p sales accounted for 90% of the unit sales. As larger size and higher resolution models become commonplace, the market has begun to embrace 120hz and LED backlight solutions, with the later shipping over 100K units in 2008. Quixel Research’s projections for the USA LCDTV market in units show the category increasing out to 2012.



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.