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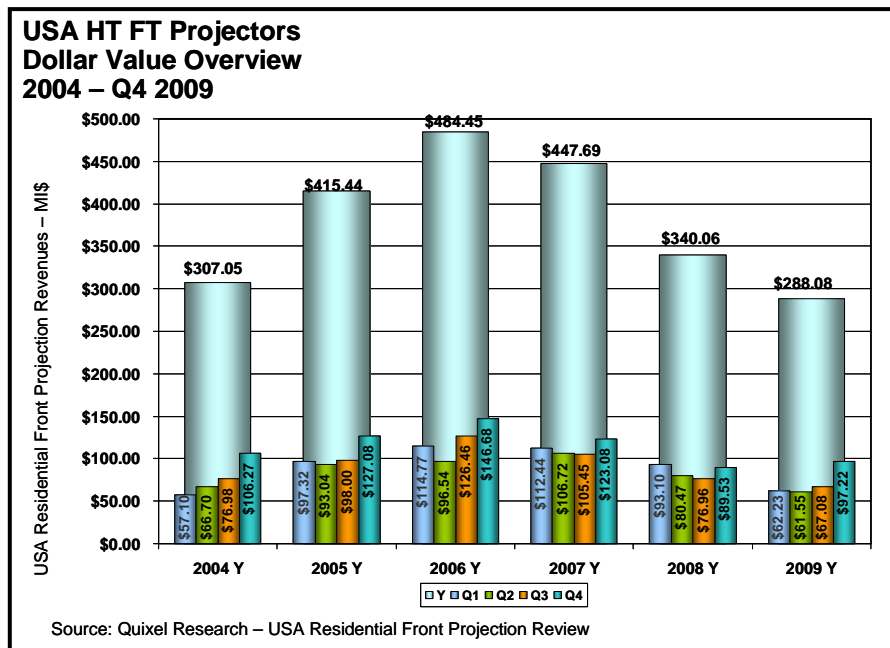
**FOR IMMEDIATE RELEASE**

**Q4 2009 Home Theater Front Projector Sales Reach Levels Not Seen Since 2007**

**Portland, OR – February 24, 2010.** For Immediate Release: Home Theater Front Projection enthusiasts continued to support the category, with both unit and volume sales up from Q3 2009 to Q4 2009 and Q4 2008 to Q4 2009. Quixel Research’s *USA Home Theater and Entertainment Front Projector Market Review* for Q4 2009 revealed that USA unit sales grew 66% from Q3 2009 to Q4 2009 and 15% from Q4 2008 to Q4 2009. “It was an outstanding quarter for the Front Projector industry. With so much consumer focus on the flat panel TV market, it is amazing that shipments came close to the 45,000 unit mark,” comments Tamaryn Pratt, Quixel Research’s principal. “We haven’t seen sales over 30,000 units since 2007.” Along with the consistently solid sales of higher end models, a significant portion of the Q4 growth was based on widely available 1080p models priced under \$1,000 as well as niche all-in-one Front Projection/DVD combi style models. “There are many homes for Front Projectors and they aren’t all in mansions,” stated Pratt. “Manufacturers now address a much wider audience with front projection.”

Overall value for the Home Theater Front Projection category was up 45% from Q3 2009 to Q4 2009 with revenues topping \$97.2M in Q4 2009 compared to \$67M in Q3 2009. Along with the increasing availability of lower priced models, the introduction of LED models supported revenue growth in Q4 but not enough to offset declines in the previous quarters. The category ended the year with results of \$288M or declined 15% compared to 2008 revenues of \$340M.

Quixel Research’s *USA Home Theater and Entertainment Front Projector Market Review* is current available for purchase. The report tracks and analyzes the quarterly results for the residential front projector market and forecasts to 2013. Email [info@quixelresearch.com](mailto:info@quixelresearch.com) for more information.



**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](http://www.quixelresearch.com).