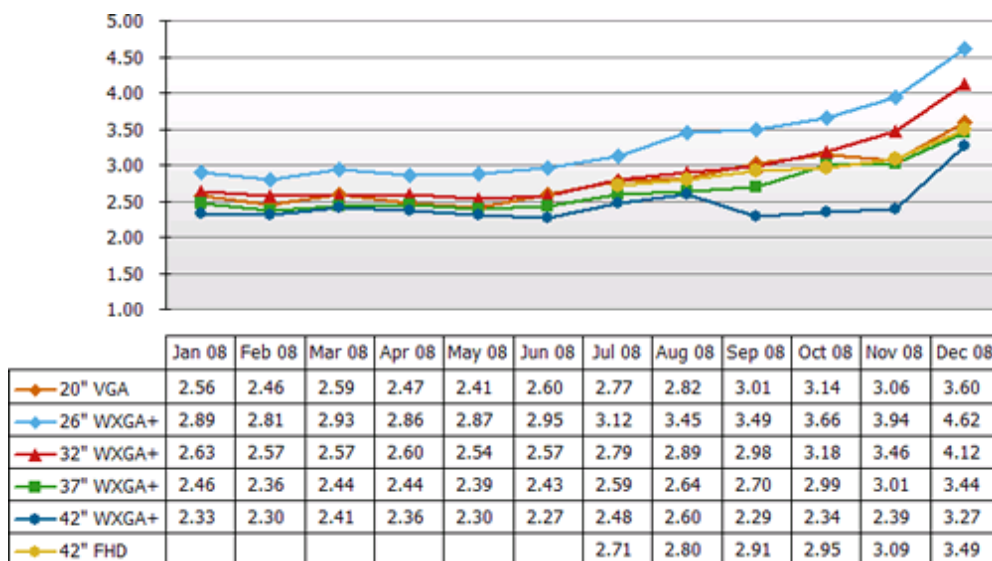


■ DisplaySearch Reports Global LCD TV E-Tail Prices Fell an Average of 13% Y/Y in December

Austin, Texas, January 26, 2009—Global LCD TV e-tail prices fell an average of 13% Y/Y last month, according to DisplaySearch’s latest [Monthly Global TV E-Tail Pricing & Specification Database](#). The price decrease was lower than expected, as DisplaySearch recently included India in its global research, which has higher TV prices due to the region’s high consumption tax. The report findings also concluded that PDP TV e-tail prices fell 16% Y/Y, while CRT TV prices only dropped 4% Y/Y for the same period.

As noted in the chart below, the LCD TV set vs. panel price index has been increasing since August, indicating that LCD TV panel prices have been falling faster than TV set prices during this period.

Figure 1: LCD TV Global Set Price vs. LCD Panel Price Index



Source: DisplaySearch’s [Monthly Global TV E-Tail Pricing & Specification Database](#)

As noted below, Japan and India are the highest priced regions for LCD TVs, while China is the lowest priced region. For example, a 32" WXGA+ LCD TV in India costs \$950, 57% higher than the \$607 LCD TV price in North America. A 26" WXGA+ LCD TV in China is sold at \$416, 87% lower than the same units selling at \$778 in Japan. For 32", 37" and 40", India and Japan prices are generally 50% higher than China and North America; the gap is larger above 40" as well as below 32".

Table 1: LCD TV Price by Region in December 08

Size	Resolution	NA	EU	Japan	China	India
19"	1440 × 900	\$297	\$344	\$506	\$246	\$340
26"	1366 × 768	\$512	\$547	\$778	\$416	\$746
32"	1366 × 768	\$607	\$654	\$891	\$609	\$950
37"	1920 × 1080	\$882	\$889	\$1,432	\$967	\$1,334
40"	1920 × 1080	\$1,217	\$1,013	\$1,728	\$1,052	\$1,591
42"	1920 × 1080	\$907	\$1,093	\$1,709	\$946	\$1,621
46/47"	1920 × 1080	\$1,401	\$1,304	\$2,576	\$1,269	\$2,993
52"	1920 × 1080	\$1,742	\$2,069	\$3,137	\$2,211	\$5,523

Source: DisplaySearch [Monthly Global TV E-Tail Pricing & Specification Database](#)

When comparing the price index of 32" LCD TV vs. 25-29" CRT TV, it is evident that their price gap has narrowed due to the comparatively stable price for CRT TVs and continuously falling price of LCD TVs. The price gap between 40" HD LCD TVs vs. 30-34" CRT TVs has also narrowed.

Table 2: Historical TV e-Tail Price Index

Price Index	Dec 07	Jan 08	Feb 08	Mar 08	Apr 08	May 08	Jun 08	Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08
32" LCD TV vs. 25-29" CRT TV	3.22	3.34	3.26	3.09	3.03	2.94	3.21	3.12	2.99	2.83	2.80	2.77	2.69
40" HD LCD TV vs. 30-34" CRT TV	3.36	3.11	2.85	2.98	2.96	2.78	2.71	2.64	2.71	2.53	2.69	2.82	2.95
40-42" HD LCD TV vs. 42" HD PDP TV	1.10	1.06	1.04	1.04	1.02	1.04	1.02	1.12	1.13	1.08	1.09	1.04	1.20

Source: DisplaySearch [Monthly Global TV E-Tail Pricing & Specification Database](#)

The DisplaySearch [Monthly Global TV E-Tail Pricing & Specification Database](#) tracks e-tail price trends for LCD TVs, PDP TVs and CRT TVs by major screen size in the North America, Europe, Japan, China and India regions. For more information, contact DisplaySearch sales at +1.512.687.1511 or via email at sales@displaysearch.com.

About DisplaySearch

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