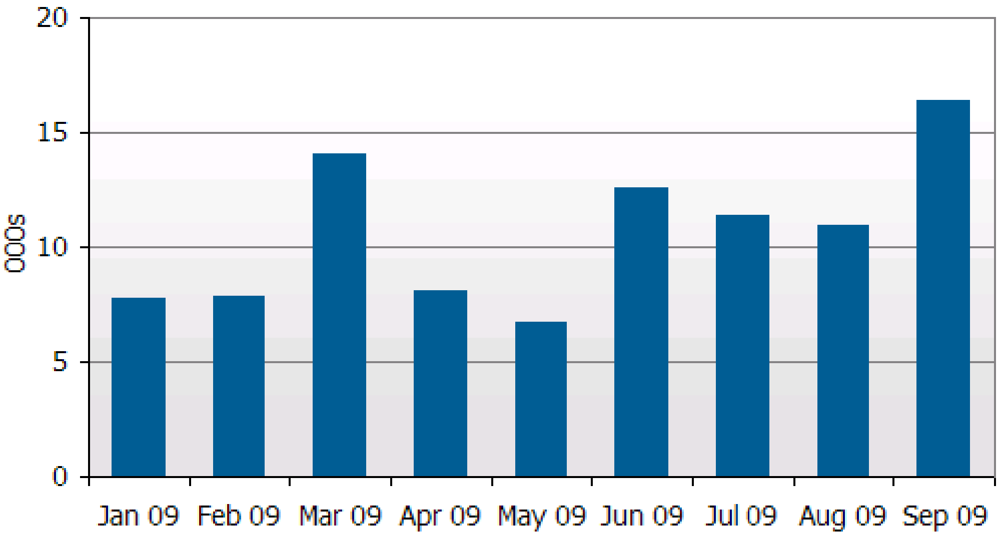
US LCD Digital Signage Takes Off, Up 41% Q/Q and 19% Y/Y

AUSTIN, TEXAS, November 9, 2009—DisplaySearch, the worldwide leader in display market research and consulting, indicated in its latest *Monthly Large Format Commercial Displays Sell Through Report* that large (26"+), non-consumer LCDs had their highest sell-through quarter ever in US commercial distribution in Q3'09, with shipments up 41% Q/Q and 19% Y/Y. In addition, September sell-through was up 49% from shipments in August, and was the largest sell-through month on record for LCD commercial-use displays.

"Sales of professional displays of this kind—typically classified as Digital Signage displays—are one of the benchmarks used to determine the growth of the Digital Out-of Home market. Their installation in OOH (out-of-home) environments helps to create a 'digital inventory' where advertisers can sell advertising space," noted Chris Connery, DisplaySearch Vice President of PC and Large Format Commercial Displays.

Figure1: US Commercial Distribution Sell-Through of Large (26"+) Professional Use LCDs



Source: DisplaySearch *Monthly Large Format Commercial Displays Sell Through Report*

Commercial grade flat-panel screens can be used for applications like way-finding, electronic menu boards, flight-information displays, boardroom displays and classroom displays. However, these displays are increasingly being used to help build out digital signage advertising infrastructure in OOH environments. The commercial availability of narrow frame (or bezel) LCD displays in the 40-46" class have also helped to open a new market, because they can be more seamlessly tiled together to form even larger size displays (without distracting lines in the overall image).

Additionally, while this market has been traditionally dominated by Samsung, LG and NEC, more traditional IT companies such as HP and Cisco have entered into the mix in recent quarters, helping to further build out the digital signage infrastructure.

Sales of commercial-grade displays designed specifically for such rugged public environments are not the only leading indicator showing growth in the digital signage infrastructure, however. Not all digital signage solutions use screens designed specifically for OOH environments, and many major brands offer standard TV products for commercial installations as well, especially if installed away from the reach of the general population (such as hanging from a ceiling). Thus, shipments of standard TV products (most with a PC interface) through commercial distributors are another indicator of growth in the OOH digital advertising sector's inventory of available digital displays. September data shows that TVs shipped through commercial distribution channels also rose to record levels with TVs selling commercially in Q3'09 up 85% Y/Y.

Table 1: Q3'09 US Shipments of 26"+ LCDs Through Commercial Distributionby Display Type

Brand	Commercial	Hybrid*	TV	Total
Sony	632		74,732	75,364
Vizio			34,974	34,974
Samsung	15,288		18,540	33,828
LG	3,835	9,305	3,744	16,884
Sharp	283		13,087	13,370
NEC	7,662	248		7,910
ViewSonic	429		6,146	6,575
Philips	79		5,896	5,975
Toshiba			3,928	3,928
Panasonic			1,127	1,127
Westinghouse	178		331	509
Mitsubishi	336		25	361
JVC			334	334
Hewlett Packard	186			186
Cisco Systems	98			98
All Other	84		3,897	3,876
Total	29,089	9,553	166,762	205,404

Source: DisplaySearch *Monthly Large Format Commercial Displays Sell Through Report*
*Hybrid denotes products which are specifically marketed as being appropriate for both commercial and consumer environments.

Full analysis of actual end-market shipments of large-format flat panel displays through commercial outlets down to the SKU level can be found in the DisplaySearch *Monthly Large Format Commercial Displays Sell Through Report*. This monthly report is the industry's most definitive tool for tracking the sell-through data of both large-size LCD and PDP displays (>26") through commercial US distribution channels. This joint NPD/DisplaySearch product leverages information and expertise from DisplaySearch and the NPD Commercial Technology Group's POS shipment data to cover markets such as digital signage, corporate conference rooms, public transportation and more. It captures monthly sell-though data from commercial-only agents, and offers quarterly in-depth analysis of trends seen in both the AV and IT reseller and distributor channels.

Contact

To contact DisplaySearch, call 1.888.436.7673 or 1.516.625.2452 or email contact@displaysearch.com
Media contact Stacey Voorhees, 1.925.336.9592 or email media@displaysearch.com
http://www.displaysearch.com/
http://www.displaysearchblog.com/