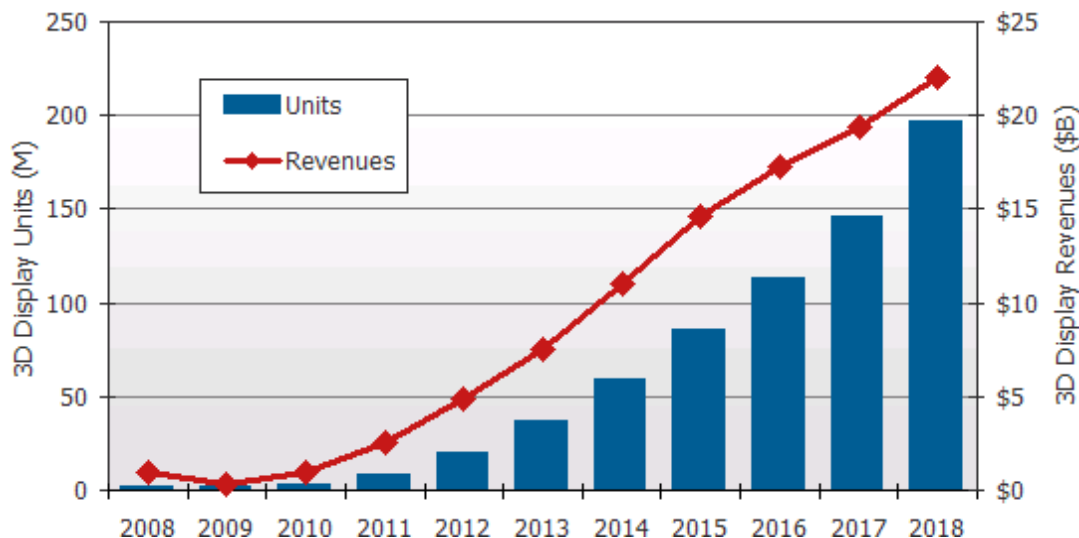


■ 3D Display Revenues Forecast to Reach \$22B by 2018; 3D-Ready TV Shipments to Reach 64M Units

AUSTIN, TEXAS, January 4, 2010—In its recently released [3D Display Technology and Market Forecast Report](#), DisplaySearch forecasts that the total stereoscopic 3D display market will grow from 0.7 million units and \$902 million in revenues in 2008 to 196 million units and \$22 billion in revenues in 2018, a compound annual growth rate (CAGR) of 38% for revenues and 75% for units.

The market for 3D displays—which is encouraged by the recent success of 3D cinema—is forecast to take off in 2010, providing a welcome boost to the electronics industry. “3D displays are taking off with consumers due to increasing availability of 3D content. In addition, 3D standardization has also been addressed or is being evaluated in several 3D organizations,” noted [Jennifer Colegrove](#), Director of Display Technologies at DisplaySearch. “A number of manufacturers of consumer electronics devices, including TVs, monitors, notebooks, Blu-ray disc players, and digital cameras/camcorders/photo frames have aggressively promoted 3D in the home. In addition to consumer use of 3D displays, the technology has also been used for many professional applications and advertisement/public displays.”

Figure 1: 3D Display Forecast



Source: DisplaySearch [3D Display Technology and Market Forecast Report](#)

DisplaySearch forecasts 3D-ready TVs will grow from 0.2 million units in 2009 to 64 million units in 2018. 3D-ready TV will be the largest application in terms of revenue in 2018 with \$17 billion.

Additional findings from the DisplaySearch [3D Display Technology and Market Forecast Report](#):

- 3D-ready monitors will grow from 40K units (0.02% penetration) in 2009 to 10 million (3.6% penetration) in 2018.
- 3D notebook PCs are forecast to grow from 66K units (0.04% penetration) in 2009 to 17.7 million (3.2% penetration) in 2018.
- Mobile phones will be the largest 3D display application on a unit shipment basis in 2018, with 71 million units with 3D capability.
- The largest screen size category for 3D display shipments will be 1-4.x", due to demand from mobile phone and digital camera/camcorder applications. The second largest size range will be 40-49", due to TV, public display and 40+ monitor applications.
- LCD will be the primary display technology used for 3D displays, as a result of its wide range of display applications ranging from small mobile phones to large public displays and TVs.
- Eyewear will be necessary for most 3D applications for many years to come, due to the limitations of auto-stereoscopic (no glasses) technologies.
- DisplaySearch forecasts there will be more than 7,000 new 3D cinema screens installed in 2010 and an additional 9,000 in 2011.

The DisplaySearch [3D Display Technology and Market Forecast Report](#) is a comprehensive analysis of the stereoscopic 3D display technologies and their market forecasts through 2018. The report profiles about 150 3D display-related companies, with a breakdown by technology for 3D display and supply chain. 3D image creation and processing, human factors, content delivery and

standardization are also discussed in the report. The Excel database provides a pivot table with market forecasts for units, revenues and ASPs, by nine size breakdowns, and ten applications: TV, mobile phone, digital camera/camcorder, digital photo frame, head-mounted display, notebook PC, monitor (<39.x"), 40+'' monitor, public display, cinema and other applications.

The report analyzes over a dozen 3D display technologies, focusing on six categories in the market forecast: passive glasses with one panel, passive glasses with two panels, active glasses, no glasses (auto-stereoscopic), head-mounted display and holographic/volume. The report also covers touch screens for 3D displays. For more information on this report, please contact Charles Camaroto at 1.888.436.7673 or 1.516.625.2452, or contact@displaysearch.com or contact your regional DisplaySearch office in [China, Japan, Korea or Taiwan](#).

The DisplaySearch 12th Annual *USFPD Conference*, called "Laying the Foundations for the Next Wave of Growth: Energy Efficient & Low Cost Alternatives Lead the Way" will be held March 2-3, 2010 at the Hilton San Diego Resort in San Diego, California. The event will focus on all major and emerging flat panel display applications, as well as key components and materials related to the supply chain. To view the agenda and register, visit www.displaysearch.com/usfpd. Register by January 25, 2010 to receive the early bird discount and save \$400! Media interested in attending the *USFPD Conference* should contact Stacey Voorhees-Harmon at stacey@savvypublicrelations.net or call +1.925.336.9592.

About DisplaySearch

Since 1996, DisplaySearch has been recognized as a leading global market research and consulting firm specializing in the \$770 billion display supply chain, as well as the emerging photovoltaic/solar cell industries. DisplaySearch provides trend information, forecasts and analyses developed by a global team of experienced analysts with extensive industry knowledge and resources. In collaboration with the NPD Group, its parent company, DisplaySearch uniquely offers a true, end-to-end view of the display supply chain from materials and components to shipments of electronic devices with displays to sales of major consumer and commercial channels. For more information on DisplaySearch analysts, reports and industry events, visit us at <http://www.displaysearch.com/>. Read our blog at <http://www.displaysearchblog.com/> and follow us on Twitter at [@DisplaySearch](#).

About The NPD Group, Inc.

The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,700 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, commercial technology, [consumer technology](#), entertainment, fashion, food and beverage, foodservice, home, office supplies, software, sports, toys, and wireless. For more information, contact us or visit <http://www.npd.com/and> and <http://www.npdgroupblog.com/>. Follow us on Twitter at [@npdtech](#) and [@npdgroup](#).

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/>