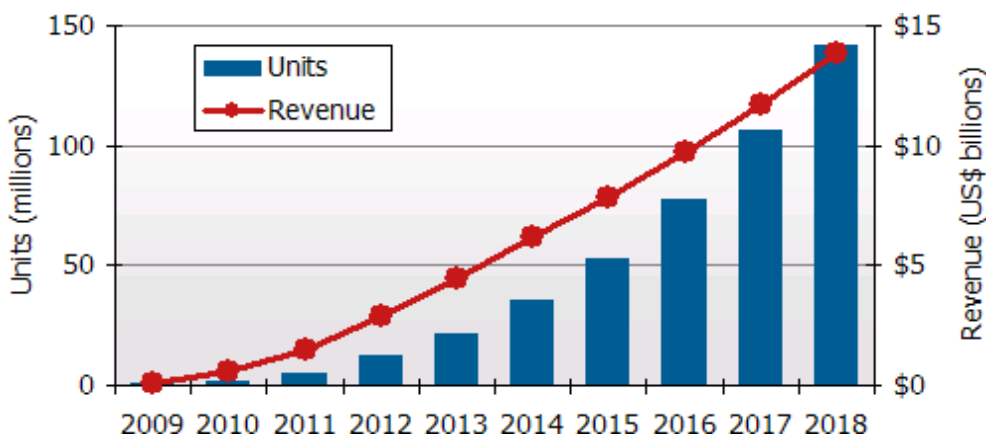


Pocket Projector Shipment Forecast to Reach 142M Units by 2018, DisplaySearch Reports

AUSTIN, TEXAS, April 28, 2010—The market for pocket projectors, which are small handheld devices that enable a larger image to be projected onto a wall or screen in either stand-alone or embedded/dedicated formats, is poised for strong growth in 2010 and beyond. In its recently released [Pocket Projector Technology and Market Forecast Report](#), DisplaySearch forecasts that the total pocket projector market will grow from 0.5 million units and \$117 million in revenues in 2009 to 142 million units and \$13.9 billion in revenues in 2018, a compound annual growth rate (CAGR) of 70% for revenues and 88% for units.

“There were over 130 new pocket projector models released in the market in 2009, along with the first releases of embedded projectors into the market. Despite this, pocket projectors still face challenges of low brightness, short battery life and high price. Continuing progress in all the technologies surrounding pocket projectors will be needed to achieve the expected growth,” noted [Jennifer Colegrove](#), Director of Display Technologies at DisplaySearch.

Figure 1: Pocket Projector Forecast



Source: DisplaySearch [Pocket Projector Technology and Market Forecast Report](#)

“Good things really do come in small packages, as pocket projectors eliminate form factor and size limitations for images in portable electronics. They are ideal devices for sharing, either for social, business or entertaining activities,” noted Colegrove.

Here are some additional findings from the DisplaySearch [Pocket Projector Technology and Market Forecast Report](#).

The pocket projector market is currently dominated by stand-alone devices, which can be connected to other devices, and allow for additional integrated functions. DisplaySearch forecasts the stand-alone pocket projector will reach 45 million units and \$8.9 billion in 2018.

However, DisplaySearch forecasts that shipments of embedded/dedicated projectors will surpass those of stand-alone units in 2014, as current limitations such as power consumption, size, brightness and price are improved. DisplaySearch forecasts the embedded type pocket projectors will reach 97 million units and \$5 billion in 2018.

Although pocket projectors leveraging LCOS with color filters dominated in 2009 due to early entrance in the pocket projector market, DisplaySearch forecasts that DLP and LCOS field sequential technologies will take the lead in shipments for 2010. While LCOS field sequential will have the highest unit share in coming years, DLP will lead in revenues. The fastest growing technology in unit and revenue terms will be scanning MEMS.

The DisplaySearch [Pocket Projector Technology and Market Forecast Report](#) discusses the technology challenges for microdisplays, light sources, batteries, and the supply chain. It also provides pocket projector specification analysis, BOM (bill of material) analysis, and business strategy recommendation and entrance opportunities. The report profiles about 200 pocket projector-related companies. It provides market history data in 2009 and a market forecast through 2018. The Excel database provides a pivot table with market forecasts for units, revenues and ASPs, by five types of microdisplay breakdowns: DLP, LCOS with color filter, LCOS field sequential, MEMS, and others. The pivot table market forecast also provides a detailed breakdown by seven resolutions, and four form factor/applications: stand-alone; embedded/dedicated to mobile phone; embedded/dedicated to digital camera/camcorder; and embedded/dedicated to other

devices. The report also covers touch screens for pocket projectors.

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](#).

Learn more about the pocket projector market at the [SID DisplaySearch Business Conference](#) on May 24 during SID Display Week in Seattle, Washington. For more information on this event or to register, visit www.displaysearch.com/events.

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](#).

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