

## Projection Displays Market Tracker

# Lackluster Economy Hampers Education & Corporate Projector Sales

By Sanju Khatri, Principal Analyst

### Forecast

#### Frequency

- Historical back to 2006
- Annual forecast to 2012
- Quarterly forecast for year past, current year and future year

#### Measures

- Street prices of projectors
- Street value of projector sales

#### Regions and Markets Covered

- North America
- Latin America
- EMEA
- Japan
- China
- APAC

#### Extended Worldwide Forecast

- Technology
- Weight
- Lumen
- Pixel Format
- Panels
- Distribution Channel
- Application

#### Applications/Products Covered

- Conference Rooms/Training
- Consumer
- Digital Cinema
- Education
- Government
- High Performance
- Large Venue
- Others
- Religious
- Sales and Presentation

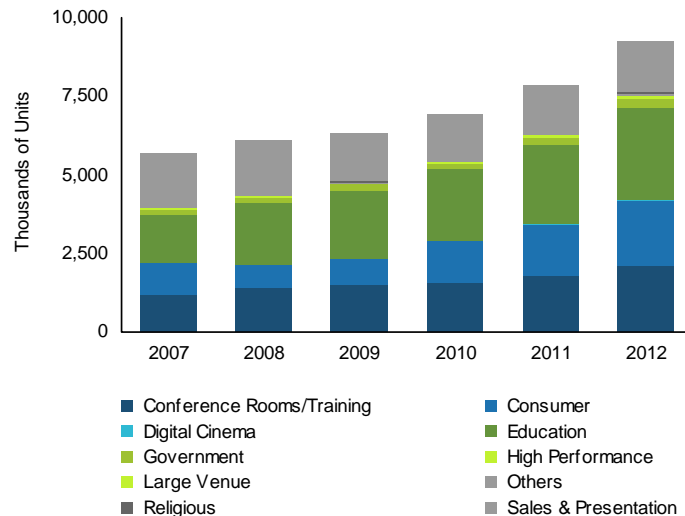
#### Technologies Covered

- LCD
- LCOS
- MEMS/DLP

The technological advances in the projection marketplace have made these products brighter, more portable, affordable, and a corporate standard worldwide. Expansion of front projectors from their traditional base in the education, corporate, and large-venue presentation markets to address newer opportunities such as the new era and miniature projectors will drive the unit shipment growth. Nonetheless, in order to remain profitable, manufacturers will have to pay extra attention to lowering manufacturing costs, providing value-added solutions and understanding end-user needs.

Since 1992, iSuppli has been successfully tracking the projection displays market. Projection Displays Market Tracker provides a quarterly perspective of the global projection market, with quarterly and annual forecasts of the front projector market by weight, technology, lumens, pixel format, panel-size, and region. In addition, forecasts by application and distribution channel are provided to show which projector types will be used in the future in ten different applications categories.

**Worldwide Front Projection Unit Shipments by Application  
2007 - 2012**



### Critical Questions Answered

- What is the current state and forecast for the front projection market and which applications will be driving it?
- What is a realistic forecast for new-era projectors such as, miniature projectors?
- What is the balance between DLP, LCD, and LCOS projection technologies worldwide and across regions?
- How can front projection manufacturers differentiate themselves from flat panel technologies and be profitable?
- What are the price trends for the different projectors worldwide and across regions?
- What are the market shares of major projector vendors worldwide and across regions by technology?

### Who Should Read This?

- Purchasing
  - Planning
- Suppliers/Distributors
  - Product Marketing
  - Strategic Planning
  - Product Planning

**Lead Analyst****Sanju Khatri, Principal Analyst**

Sanju joined iSuppli/Stanford Resources in 2001 as a senior analyst. At iSuppli, she is responsible for the multi-client reports and custom reports focusing on the Signage and Professional Displays. She is also responsible for the quarterly Worldwide Projection Market Tracker services.

Prior to joining iSuppli, she worked as a Senior Sales Analyst at Sega of America, conducting sales forecasts, pricing, inventory and market share analysis for the company's and hardware and software product lines. She also worked for Frost & Sullivan, where she had the opportunity to do numerous consulting projects and multi-client studies in the emerging technologies.

Sanju earned an MBA degree in Marketing from the Institute of Marketing and Management, in New Delhi.

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**Sample Database**

Front Projection Units  
 Front Projection Value (\$000)  
 Front Projection ASP (\$/Unit)

**Expanded Unit Forecasts**

Lumens  
 Pixel Format  
 Size  
 Weight  
 Miniature Projector  
 Distribution Channel

Market Share