



< Press Release >

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Techno Systems Research Co., Ltd.

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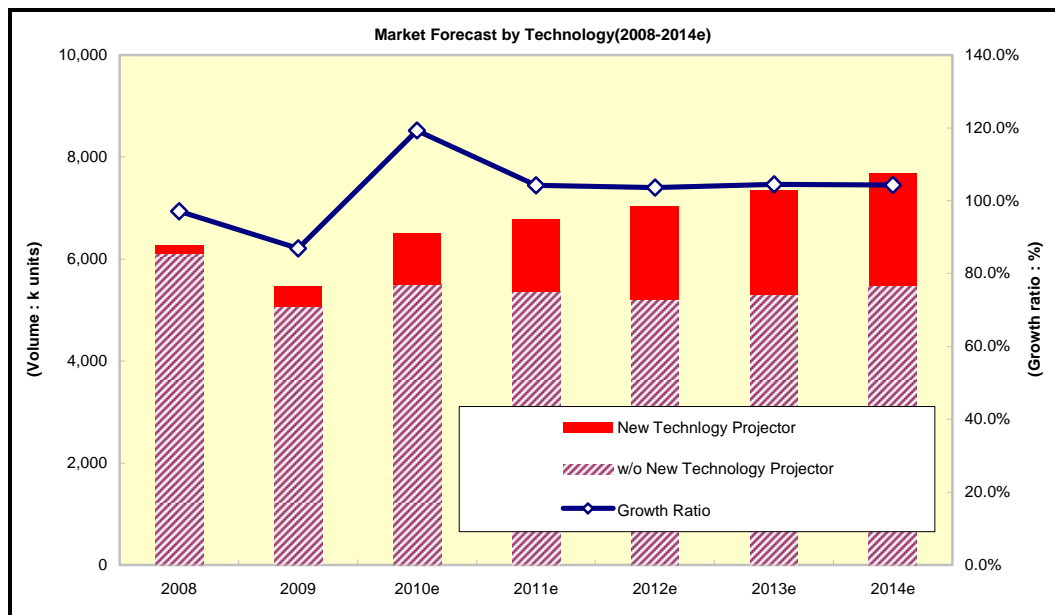
TSR Bldg., 3-7-4 Iwamoto-cho Chiyoda-ku, Tokyo

President: Masao Fujita

『Projector Market in to Second Growth Phase: Lamps to Go Green and 3D』

~Announcing a Market Report Focuses on Short Throw Projector, 3D and New Light Source (LED/Laser)~

In our market report “Key Devices for Projection Displays 2010”, possibilities and challenges of high-value added product market such as short throw projector, 3D and LED/Laser projectors are examined.



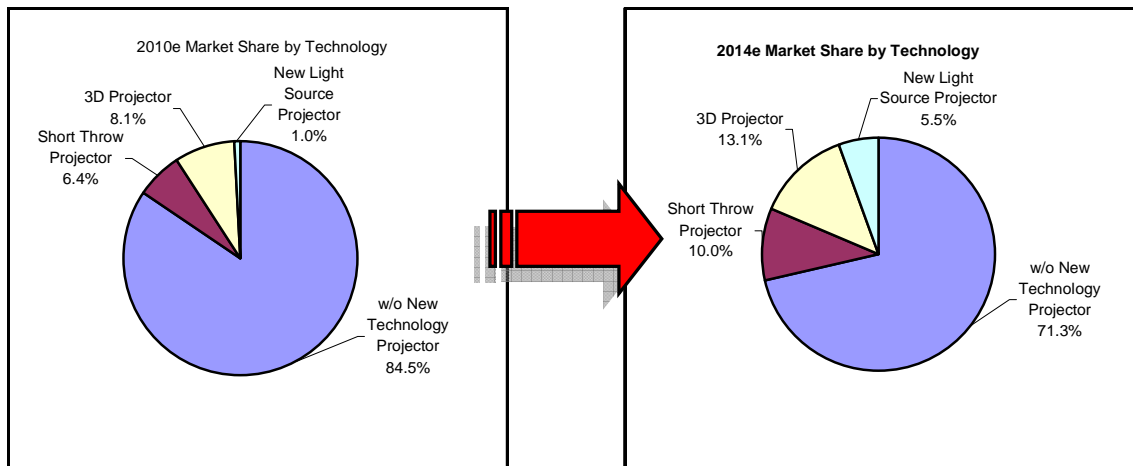
In 2009, the market size of all projectors and its revenue reached 5.92 million units and 6,018 M USD, respectively. There was a decline in total production volume and the revenue in 2009 compared to those in 2008.

Recently, projector unit price decline has been accelerated, and many manufactures saw profit fall. In order to suppress the fall in profit, it is needed to create high-value added products for the manufactures.

TSR believes that high-value added products such as short throw projector, 3D and LED/Laser projectors are the vital factors to boost the projector market. Demands for short throw projector for educational purpose doubled from 2008. There are incremental demands in Cinema market for 3D over 2009, and it is expected more 3D products will be introduced in Home and Education market. Also, many manufactures are developing LED/Laser projectors to go green.

Market share of those high-value added products: Short throw projector, 3D and LED/laser projector, account 15.5% of entire projector market, and the share is expected to grow to 28.6% by 2014.

【Market Share by Technology : 2010e and 2014e】



(Reference: Key Devices for Projection Displays 2010)

[Inquiry regarding this press release]

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Group 2

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