

WW Home Theater Projector Market to Hit Nearly \$1 Billion

Written by Bob Snyder
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Pacific Media Associates (PMA) expects sales of home theater projectors will hit \$915 million by year end with strong growth on both a volume and revenue basis over 2011.

"During last year's holiday season, sales of home theater projectors hit an all-time high," says Michael Abramson, VP Pacific Media Associates. "We expect another new high this holiday season. Attractive offerings in the sub-US\$1000 segment are tempting new buyers in both developed and developing countries. And in the mid-range and high-end segments, manufacturers have refreshed their lineups with performance improvements across a range of features such as brightness, native contrast ratio, wireless capabilities, and 3D."

In terms of shipments, the two main resolutions – native 1080p and native 720p – are forecast to register double-digit growth this year with gains across a variety of channels, including storefronts, online, and home theater installers. Sales of 4K home theater projectors were launched on a worldwide basis earlier this year. So this will be their first full holiday season of availability.

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