

Sports Boost European Projector Sales

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Pacific Media Associates (PMA) reports the Euro 2012 championship and the lead-up to the Olympics brought a "bouyant" Q2 2012 for 1080p projector sales in Europe, as the WW projector market totals 2.3m units in the quarter.

Global projector growth for Q2 2012 reaches 7% Y-o-Y, with solid gains for high-end projector sales. The US market leads the world in high-end projectors, with the region hitting a "record-setting" Q2.

Meanwhile the sub-1000 lumen projector sector sees Y-o-Y declines due to low embeddable mobile device module shipments, and standalone projectors (including pico and personal models) only manage small Y-o-Y gains in Q2 2012-- even if PMA believes both segments should pick up strongly by H2 2012.

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