

Pico Projector 2010 Sales Glowing

Written by Marco Attard
09. 11. 2010

The worldwide pico and pocket projector market grows by 125% in 2010, compared to the same period last year. This emerging projector category includes all models delivering less than 500 lumens of brightness.



Pacific Media Associates (PMA) reports the largest market segment is the pico companion (includes all stand-alone battery powered models), with over 100,000 units in Q3 2010. DLP leads the quarter, with 51% of units and 53% of revenue.

Several major OEMs manufacture 25-50 lumen products with SVGA or wide VGA resolutions, good connectivity and battery life. Acer and Samsung are already shipping pico projectors, while Philips and Toshiba will ship in time for the holiday season.

PMA says the entire sub-500 lumen category (especially the pico companion and toy/gaming segments) is coming of age.

Some of the market's earliest entrants will push into related categories-- including camcorders (3M, Aiptek), digital cameras (GE, Nikon) and iPod docks (Optoma).

Go [Pacific Media Reports Bouyant Year for Projector Industry Emerging Segments](#)

Pico Projector 2010 Sales Glowing

Written by Marco Attard

09. 11. 2010
