

Solid Growth for Projector Market

Written by Marco Attard
10. 05. 2011

The WW projector market shows 13% Y-o-Y growth in Q1 2011, according to Pacific Media Associates (PMA).



The analyst divides the projector market into x3 categories based on brightness-- new era (under 500 lumens), mainstream (500 - 4999 lumens) and high-end (higher than 5000 lumens)-- each of which shows very different growth rates for the period.

New era (the youngest and smallest category in terms of revenue) shows impressive 95% Y-o-Y growth, while the high end category grows by 29%.

The mainstream however shows only 3% Y-o-Y growth-- but PMA says there are still considerable changes going on within the admittedly wide product range. Growing strong in Q1 2011 are short-throw projectors (including interactive models), within which are ultra short-throw models (with a throw ratio under 0.38), which PMA says are growing the fastest.

Widescreen WXGA resolution models are also growing well, taking over 13.5% of the market (at the expense of traditional 4:3 aspect ration SVGA and XGA models)-- a significant shift for a range traditionally resistant to change.

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