

Re-evaluating the Stand-alone Pico Projectors

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Insight Media releases its 2011 Stand-alone Picoprojector Report which covers stand-alone picoprojectors with and without embedded media players.

"It is critical to understand how end-users have used these picoprojectors," noted lead analyst Matthew Brennesholtz. "They have not, in fact, been used the way the manufacturers of the early units anticipated. Understanding the features desired and used by the end users is the key to expanding the market for these systems. We foresee sales of tens of millions of these products."

"Projectors have been sold for some time to professionals and home theater enthusiasts, but picoprojectors are a new consumer category. Sales will be made to consumers who had never previously considered a projection system," observes Insight Media president, Chris Chinnock. "Entertainment content is especially important for picoprojectors and will be a key driver in their adoption, especially as TV replacement products in various parts of the world."

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