

The WW pico projector market reaches around 830000 units in H1 2011-- growing by over 300% from 270000 units in H1 2010, according to Pacific Media Associates (PMA).



The pico category includes all battery-powered (or battery-powerable) models, including companion (stand-alone) models and devices with embedded optical engines.

PMA expects pico projectorss to continue improving in brightness and resolution-- predicting average brightness will increase to 35 lumens by 2012 and over 47 lumens by 2014, while 80% of companion pico projectors will handle WVGA resolution or better by 2014.

The analyst is currently preparing its 4th annual pico projector ecosystem survey, and will soon start inviting OEMs to take part.

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