

What Will Spur Projector Sales in 2012?

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Pacific Media Associates (PMA) releases the results of their latest quarterly projector industry forecast updates.

In the New Era range (pico, personal and toy/game projectors), use of LED light engines are expected to grow by 40% this year and next.

In the Mainstream range, use of Laser and LED illumination is expected to increase in unit sales by more than 50% in 2012. Shipments of Laser/LED hybrid models are forecasted to grow modestly this year, and then are expected to grow by more than 40% each year during 2013-2015.



Shipments of laser illuminated units are expected to begin in 2013 for the High-End and d-Cinema ranges. In 2014, PMA anticipates a growth rate of more than 80% for the High-End laser models and nearly double for the Digital Cinema laser models.

PMA's quarterly forecast also identifies the anticipated growth of relatively inexpensive, medium-throw projectors (i.e., ones with a throw ratio-- the lens-to-screen distance divided by the screen width-- of 0.38 to