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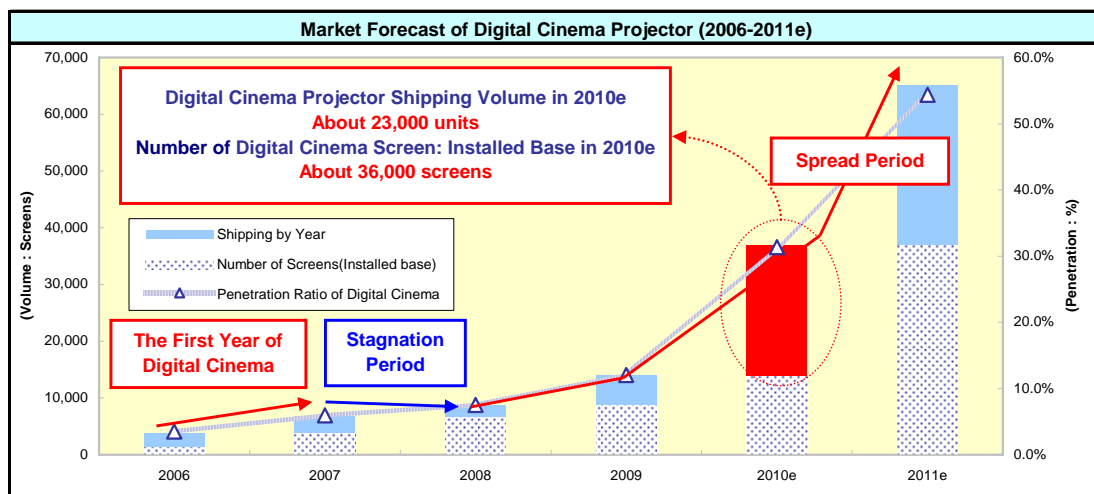
3D Movie Given a Boost to the Global Digital Cinema Market

~Global Digital Cinema in 2010 Reaches to About 35,000 Screen w/ Penetration Rate 30%~

Techno System Research published 『Market Analysis of Large Venue Projector 2010』. This market report focuses on the growing Digital Cinema Market.

Compared to that of 2009, the Digital Cinema Market has been boosted about four times by the accelerated industry-wide adoption of digital cinema, replacing the film projectors in 2010: the success of 3D movies greatly contributed to the expansion. During 2010, about 35,000 screens will complete the adoption of digital cinema projectors. This trend will continue the next year, and the Digital Cinema Market would keep growing even more, and it is expected that another 25,000 screen would adopt digital cinema projectors in 2011.

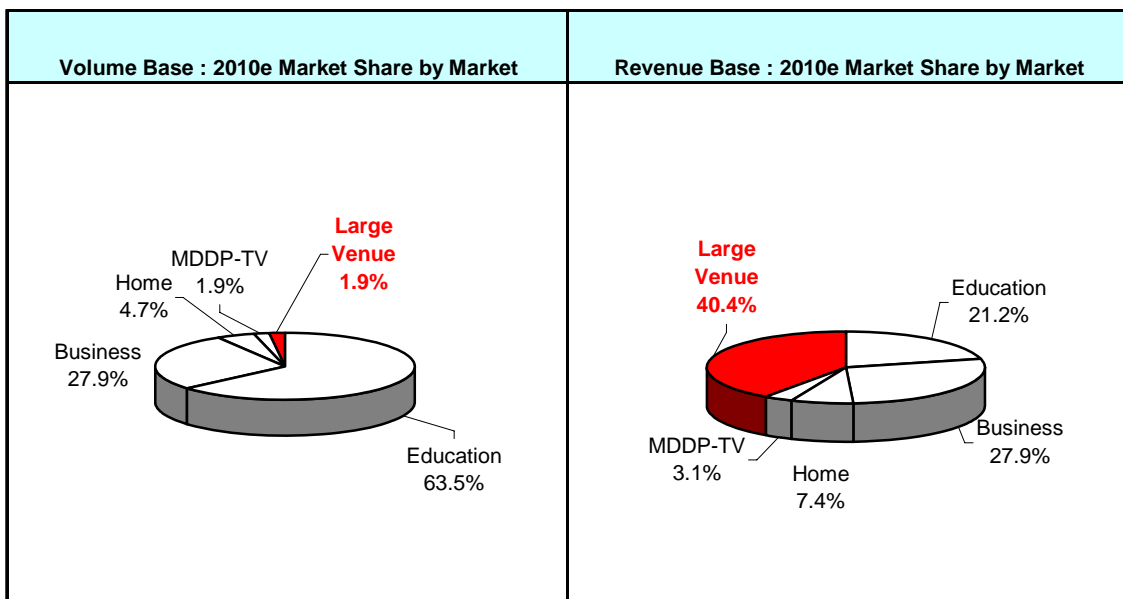
[Transition of Digital Cinema Market and Forecast of the Penetration Rate Until 2011]



Also, high-end projector in the business segment is focused in this marketing research.

Recently, low-end projectors have become popular in the education market, and main markets for the education projectors have been shifting to BRICs Market. Actually, this market shift accelerated price cutting for the education projectors and made the manufactures that focus on low-end projectors to face to decline in their profits. Therefore, those manufactures have been considering entering the high-end projector market in order to generate healthier profits.

In 2010, the Volume of the high-end projectors accounts for about 2% of the entire projector market, while the revenue market share accounts for more than 40%. Therefore, this market would be attractive in the next few years.



※ Please contact us for your inquiry

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