

Techno Systems Research CO.,LTD.

URL: [www.t-s-r.co.jp](http://www.t-s-r.co.jp)

Address: TSR Bldg., 7-4-3chome, Iwamotocho  
Chiyoda-ku, Tokyo 101-0032

President: Masao Fujita

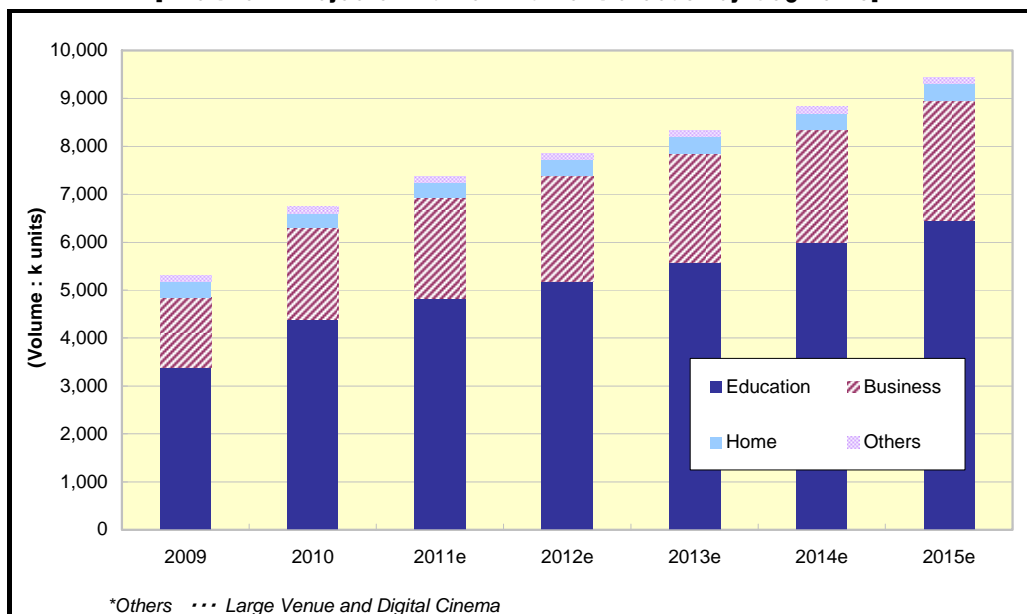
## TSR - Press Release

### Projector Technologies Move to Next-generation

~Evaluate Market Potential for Short Throw and Solid State Light Projectors~

Techno System Research published 『Key Devices for Projection Displays 2011』. This market report estimates the front projector and other related market sizes. Overall, the front projector market reached about 6,370 k units and about 6.524 M USD revenue. The education segments still leads the front projector market, and thanks to the 3D movie booms, the digital cinema segment grew more than 4 times larger over 2010, compared to that of 2009, contributing to the projector market expansion. In 2011, expansion of emerging courtiers' demands for educational use projectors is expected, leading the projector market to grow. Thus, it is estimated that the front projector market would reach about 9,000 k units until 2015e.

[The Front Projector Market: Market Forecast by Segments]

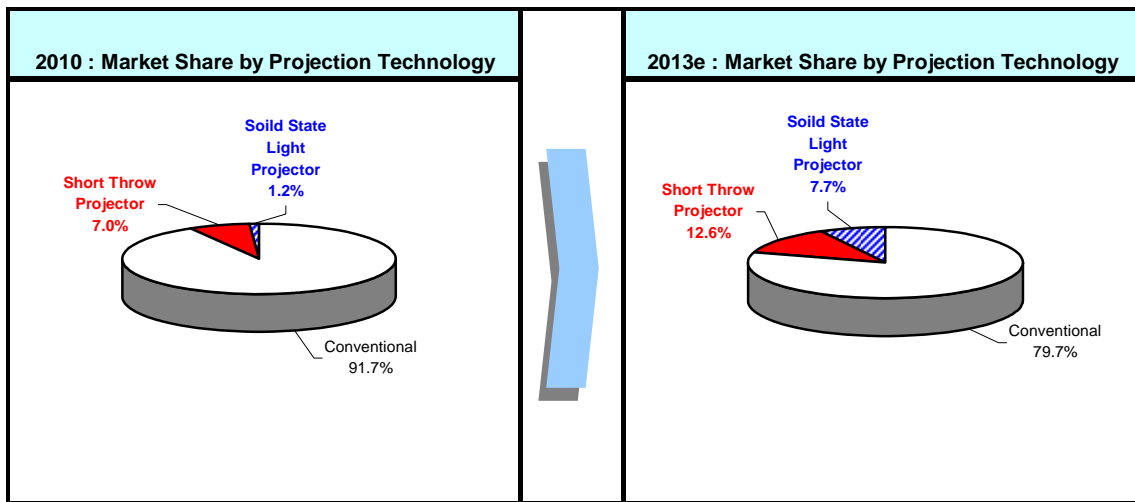


**[The Next-generation Projector: Market Potential for Short Throw and Solid State Light PJs]**

The front projector market quantity continues to grow healthily, but there is an issue about price decline while the projectors to spread in the emerging countries. Therefore, there is an urgent need for next-generation projectors (Value-added Product) in order to cope with the issue. There are a couple of key technologies which enable next-generation projectors. First, short throw projectors, to minimize the distance to the projection screen, and another is that solid state light source projectors, longer lamp lifetime and environmentally friendly. Those next generation projectors actually started already to be manufactured. TSR conducted a research to investigate market potential of the next-generation projectors and their impacts on the front projector market.

As of 2010, total of penetration rate of short throw projector and projector with solid state light accounts for about 8.3% of the projector market, and this number would growth about 11.0% in 2011 and would grow more than 20.0%, about 1.7M units, until 2013. Those benefits such as short throw projector to reduce shadow interference and solid state light eases lamp maintenance would be encouraged the next-generation projectors to spread. Also, the environmental regulation in Europe regarding projector lamp is another factor to boost the next-generation projectors' expansion as well.

**[Penetration Rate of Next-generation Projectors in the Front Projector Market]**



※ Please contact the followings for your inquiry

**【Contact Information】**

Techno Systems Research Co., Ltd.

2 Group Junichi Kimura (kimura@t-s-r.co.jp) Yoriko Moromizato (moromizato@t-s-r.co.jp)

Tel: +81 3-3866-4505