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TSR - Press Release

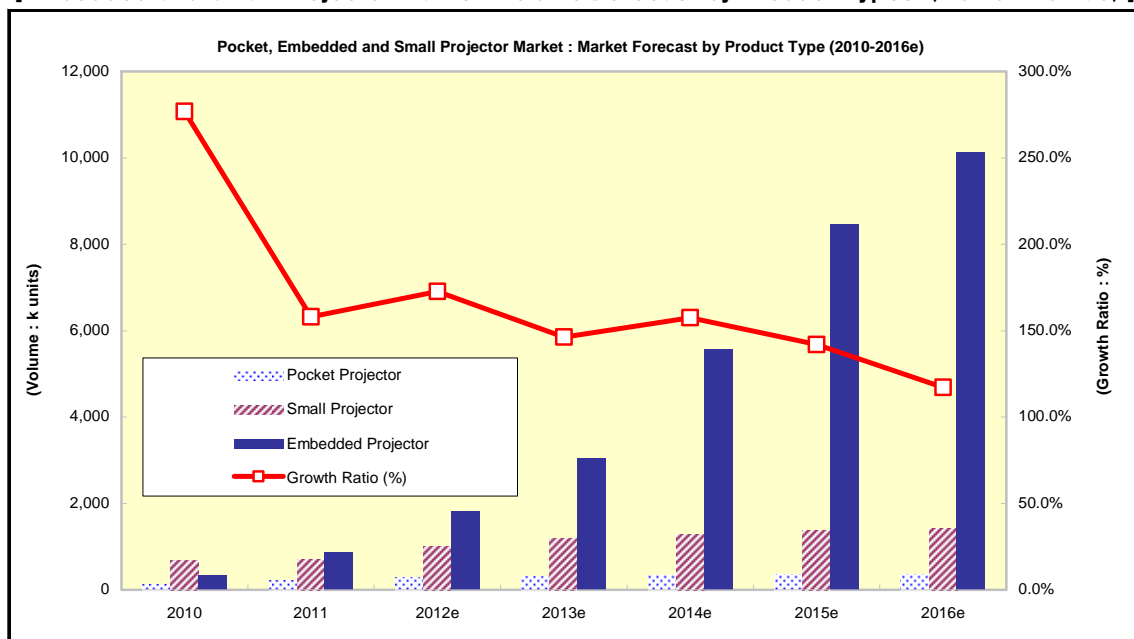
Embedded and Small Projectors Taking a Next Step to Go

~Cell Phone with Projector Spreading to New Areas:
Embedded and Small Projector Finding New Applications Out~

Techno Systems Research published 『Market Analysis of Embedded and Small Projector 2011-2012』. This market report clarified the Embedded and Small Projector market size in 2011.

In 2011, Embedded and Small Projector market volume and revenue reached about 1.8 Million units and 155.5 Million USD, respectively. In 2012, Cell Phones, Digital Still Cameras and Camcorders are currently major applications for embedded projectors. Among the applications, especially Cell Phone with built-in projector became widely launched by Chinese brands in addition to Japanese brands.

[Embedded and Small Projector Market: Volume Forecast by Product Types (2010-2016e)]



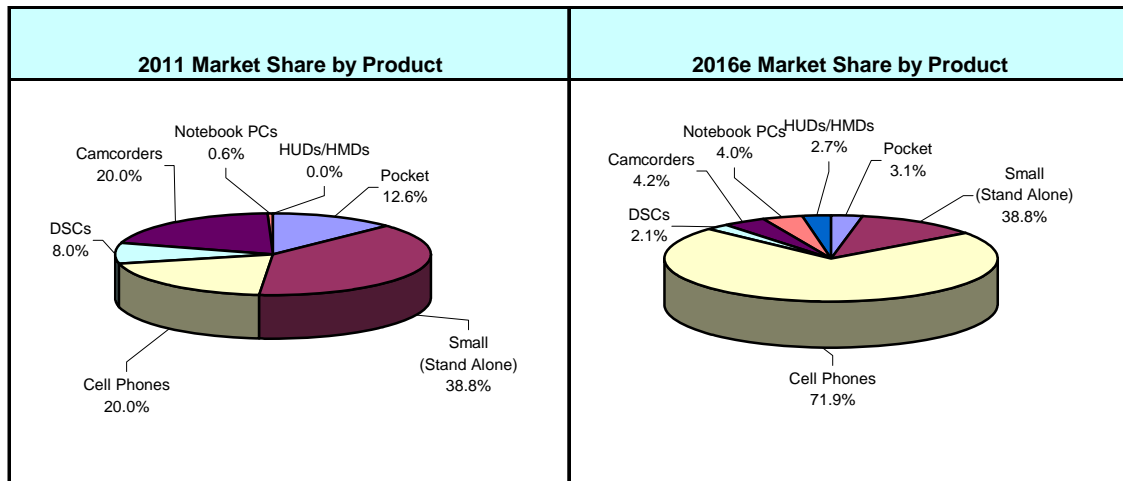
[Embedded and Small Projector: Changes in Use and Period to Expand Market]

Our research indicates that Embedded and Small Projector market will expand in 2014. As previously indicated, Embedded Projectors became widely launched into spreaded areas globally. In 2011, Japanese cell phone brands launched cell phones with Embedded Projectors, and Chinese cell phone brands also introduced cell phone with Embedded Projectors in 2012. Moreover, European and The U.S cell phone brand vendors also plan to launch cell phone with Embedded Projectors, targeting 2014. On the other hand, Small projector (Stand Alone) market grew very slow in 2011, but Small Projectors as accessories for Smart Phone actually are possible to be spreaded in 2012.

Since major use of Embedded and Small Projectors were sharing pictures and movies with several people, Embedded projectors were mainly built into Digital Still Cameras and Camcorders. In the future, more promising uses of Embedded and Small Projectors will emerge; such as 2nd TVs for specific areas, Virtual Reality (VR) and others which utilize a display projected from Embedded and Small Projectors. Moreover, there are new promising applications that Embedded and Small Projector module technologies could be applied, such as Head Up Display (HUD), Wearable Display that virtually projects a large display and Head Mounted Display (HMD).

Thus, Techno Systems Research estimates that those new promising uses of Embedded and Small Projectors and applications would contribute to market expansion, and the market size would grow to 6 times larger than that of 2011 by 2016.

[Embedded and Small Projector Market: Market Share by Product Type with Built-in Projectors]



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[Contact Information for News Releases and Reports]

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