

## PMA: "Projector Business is Healthy"

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Pacific Media Associates (PMA) reports WW Q1 2012 1000+ lumen projector sales show show 6% Y-o-Y growth, proving predictions on the demise of the projector wrong.



"Of course, ANY industry experiences a slowing of growth as it ages and increasingly saturates its potential market ... whether or not it has strong competition from alternative technologies," the analyst says.

Many industry pundits, journalists and manufacturers predict the projector market will eventually die off, killed by the rise of large flat panel displays.

However PMA suggests the projector industry still needs to innovate and change-- playing the offensive game with developments in short-throw projectors, interactive projectors, PC free presentations and solid state (laser, LED, hybrid) illumination.

Go [WW Q1 1000+ Lumen Projector Shipments Grow 6% Y-o-Y, Routs Projector Naysayers \(PMA\)](#)