

PMA: "Exponential" Growth for Picos

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Pacific Media Associates (PMA) forecasts "exponential" global growth for the "New Era" projector category, with 2012 shipments reaching around 1.8 million units before growing to over 12.3m units by 2016.



The New Era category covers pico and personal projectors.

The analyst expects embedded pico projectors (in mobile phones, cameras and camcorders) to show strong growth, with a global 66% growth rate-- from 1.5m units in 2013 to 6.4m units by 2016.

Integrated projectors (such as battery-powered pico companion, personal and gaming/toy projectors) are another future "bright spot," with a growth rate reaching 68% for the 2013-2016 period.

"Pico and Personal projectors continue to gain momentum as the technology improves," PMA says. "People like mobile devices and are embracing the ability to share photos and videos straight from their phones and cameras. As personal projectors become brighter and their resolutions become higher, they are ideal for road warriors making small group presentations, so the corporate sector sees the value in these projectors as well."

Go [New Era Projector Industry Forecast from PMA Anticipates Exponential Growth](#)