

## PMA: Projectors Hit 9.5m Units in 2012

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According to PMA Research global projector volume hits 9.5 million units in 2012 with a "mild" increase over 2011 as challenging conditions in developed markets offset growth in emerging regions.



### PMA RESEARCH

Global sales within the New Era (sub-1000 lumens) range total 1.7m, with pico projectors growing by an impressive 35% and personal projects finishing the year "on an upswing" thanks to more vendors offering 500 lumens+ models in compact form factors.

Meanwhile Mainstream (1000-3999 lumens) projector sales are impacted in W. Europe by constrained education funding, even if PMA describes interactive projectors and ultra-short-throw projectors as "bright spots" in the region. On a global basis, both interactive and ultra-short-throw projectors show over 30% growth for 2012.

Finally High-End (4000+ lumens) projectors outperform the Mainstream market in 2012, with super-bright models (for conference room and outside venue use) showing double-digit growth. PMA says the entire segment shows positive performance, thanks to product depth and breadth satisfying venues and budgets of all sizes.

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