

More than a Million in 2013: Pico Projectors

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Linda Norton, Vice President at **PMA Research** (formerly Pacific Media Associates) told LinkedIn group members, “We are very optimistic in looking at stand-alone Pico and Personal projectors. The market has grown exponentially. In 2008, less than 100,000 units sold. In 2012 it reached 850,000 and we are forecasting more than a million for 2013. That's not including units embedded in phones and cameras.”

She added they are not yet as feature-packed as the ultra-short -throw business and education models, but pico and personal are certainly being embraced by road warriors doing small group presentations.

Norton notes, “...sales of pico and personal projectors (sub-1000 lumens) posted a double-digit volume gain vs. last year's first quarter. The compact and mostly Wide XGA projectors are nearing 1000 lumens. These lightweight models, which feature solid-state illumination, have gone from less than 10% share of the mobile market only a few years ago to more than 50% share now.”

Disney was right: It's a Small, Small World.

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