

PMA Predicts Glowing Pico Numbers

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Pacific Media Associates (PMA) releases its annual projector manufacturer survey-- predicting the global pico projector market will reach 58M units by 2015, up from 3M in 2011.



The pico category covers battery-powered models, as well as companion (accessory) and embedded mobile device modules.

The analyst predicts pico projectors will not only grow in sales, but also in brightness-- while only 36% of pico projectors sold in 2011 offer 30 lumens (or more) of brightness, PMA predicts 62% of sales will offer 30+ lumens, thanks to improving batteries and luminous efficiency. Around 16% of picos will even offer 150+ lumens in 2015.

Meanwhile manufacturers predict optical engines will also improve, with 18% of optical engines producing 30+ lumens by 2015 (up from 6% in 2011).

PMA says customers will also get "a lot more" for their money, as future models will also handle higher resolutions and features such as media playback and document viewers.

Go [Pacific Media Associates Annual Pico Projector Manufacturer Survey](#)