

For Immediate Release
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1 million Interactive Whiteboards will be sold in 2010 according to new Futuresource report

The Interactive Whiteboard (IWB) phenomenon continues to take hold, with nearly 750,000 boards sold worldwide in 2009 and the market on track to top 1 million sales in 2010, according to a new strategic report from Futuresource Consulting.

"All regions experienced major growth last year, spread across multiple countries rather than localised hotspots," says Colin Messenger, Senior Consultant, Futuresource. "Back in 2005 only three countries sold more than 10,000 IWBs; last year we saw 12 countries hit this level. Driven by continued technological developments, our projections show that one in six classrooms will have an Interactive Whiteboard by 2012. There is a justifiably strong mood of optimism amongst manufacturers."

In the 66 countries covered within the Futuresource report, Messenger calculates there are over 31 million classrooms, a huge market potential for companies operating within this sector.

"Our research has shown there have been no real signs of recession in education technology," says Messenger. "Few markets hold the promise of education, where we'll see very strong sales growth for at least the next five years. It's remarkable to see how IWB technology allows teachers to connect with students in much greater depth, bringing the outside world into the classroom and transforming lessons into exciting world experiences. That's the tangible component which continues to drive this market forward."

Save the date

The Futuresource Entertainment Summit
10-11 June 2010, London, UK

Addressing the business opportunities presented by new home entertainment technologies, platforms and delivery systems, this year's conference focuses on the strategic impact of 3D, the rise of IP connected devices and the changing face of retail, plus revenue stream development and optimisation for Blu-ray and online content services. Find out more at www.fes2010.com.

Notes

Futuresource Consulting is a specialist research and knowledge-based consulting company, providing its clients with expertise in consumer electronics, digital imaging, entertainment media, broadcast, optical manufacturing, storage media and IT.

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