

For Immediate Release
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Interactive Whiteboard market continues to perform for education

There are still no signs of recession in education technology markets according to Futuresource Consulting's latest quarterly report focusing on the interactive display segment.

"As part of our market tracking service we carry out in-depth interviews on an ongoing basis, obtaining inputs from a wide range of companies and the feedback remains very positive," says Colin Messenger Senior Consultant, Futuresource Consulting. "The general view is that education has a far greater safety net than other sectors - it seems few markets hold as much promise for the future, and sales will continue to experience strong growth for at least the next five years."

Looking at the global picture, interactive whiteboard shipments for Q1 of this year increased by nearly 15% compared with Q1 2008, despite the downturn. This strong growth will continue across all periods of the year, culminating in a projected yield of more than \$1.1bn USD, which will rise to over \$2bn in 2013.

Hooking up to computers and projectors to create large touch-sensitive displays which integrate AV, graphics and text into the lesson structure, interactive whiteboards are improving learning by illustrating new concepts clearly and effectively, increasing pupil motivation and aiding in lesson flow.

"The phenomenon continues to take hold," says Messenger, "with our projections indicating that one in six classrooms will have an Interactive Whiteboard by 2012."

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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