

For Immediate Release  
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## Visualisers: The Market Snapshot, UK & Europe

Report Author: Colin Messenger, Senior Consultant, Futuresource Consulting

The visualiser - an electronic imaging tool for projecting small objects, images and text onto a screen - is coming to the fore as a key teaching tool in classrooms and training rooms across the world.

- Visualisers are not a new product, many of the current manufacturers had products available when we first researched the market in 2002, though total sales were very low.
- In 2002 there were only 50k Interactive Whiteboards (IWBs) installed in the UK and under 10k in the rest of Europe. Now there are over 1 million IWBs installed across Europe.
- As visualisers are often "follow on" products the opportunity is far greater today, not only in the 1 million classrooms with IWBs, but also in schools who have decided they need interactivity with their projectors.
- Over 11k visualisers were sold in UK in 2008 and Futuresource forecasts that over 17k will be sold in 2009, a growth rate of 56%.
- The market is valued at £12 million in 2009 increasing 53% in 2010 to £18 million.
- 1 in 30 UK school classrooms now have a visualiser that will increase to 1 in 10 by 2010.
- Visualiser adoption is currently 7 years behind IWBs but at about the same level as Voting systems.
- Almost 50k visualiser sales are forecast in 2009 across Western Europe.
- Sales in Western Europe are currently running at twice the volume of the UK.

### Notes

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# Press Release



## Media Contact

For industry comment, forecasting and trends, contact Andy C Watson at Futuresource.

Direct Dial: +44 1582 500169

Email: [andy.watson@futuresource-hq.com](mailto:andy.watson@futuresource-hq.com)

Web: [www.futuresource-consulting.com](http://www.futuresource-consulting.com)

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