

For Immediate Release  
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## Business Display Categories: Q3 Global Roundup

Q3 heralded a return to business growth for the displays category with projectors, large format flat panels and Interactive whiteboards all witnessing strong sales growth on a global level. Following relatively weak first half performances (except for the IWB segment), vendors and channel partners alike are now reporting an increase in activity and heightened end user demand from a number of sectors.

### Projectors

- Global volumes reached nearly 1.6 million units, representing a 24% growth on Q2 (though this includes some consumer sales)
  - Sales to the education market were especially strong with numerous tenders being fulfilled in Q3.
- These strong sales levels were achieved despite suppliers being affected by some significant stock shortages in the industry.
- The US and China led the way with 435,000 and 270,000 projectors sold respectively, accounting for 45% of all projectors sold worldwide
  - Rapid growth in the emerging markets of Latin America, Indonesia, Russia and other Eastern European countries was also noteworthy.
- As total cost of ownership becomes an increasingly important factor for many end users the proportion of projectors with networking functionality is increasing rapidly (26% of all projectors sold in Q3 had LAN functionality).
- The short throw & ultra short throw category continues to gain traction, especially in the education segment. The combined short throw category now represents 9% of total global market volume.

### Flat Panels

- As with the projector market, volumes increased greatly for the commercial large format flat panel market in Q3
  - The market for commercial grade monitors has been hit hard during the downturn, with many customers choosing to install the cheaper equivalent TV products
  - Q3 saw commercial grade monitors bounce back, reaching just under 200,000, which represented a 29% increase on Q2 and significant year on year growth of 13%
  - In terms of specification, entry level 720p products have continued to dominate
    - The 46" segment has also witnessed strong sales, with the screen size increasingly hitting competitive price points.

### Interactive Whiteboards

- Q3 was the largest quarter ever for Interactive whiteboard (IWB) sales, with 24% year on year growth.
- All regions experienced strong growth, not from any big tenders but via sales spread across a wide range of countries, from France and Germany to China and Japan. This spread is a strong indication for future sales growth, as the industry is becoming less reliant on specific tenders, but on many countries showing eagerness to invest in technology.

- Futuresource forecasts for the USA, which still accounts for half of world sales, now show expected growth through into 2010, whereas previous forecasts showed 2009 as the peak year. This is due to the accelerated speed of adoption of IWBs and the expected impact of stimulus packages.

## Save the date

### The Futuresource Entertainment Summit

10-11 June 2010, London, UK

Covering all 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.futuresource-consulting.com/events.htm](http://www.futuresource-consulting.com/events.htm)

## Notes

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## 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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