

For Immediate Release  
January 2010

## China schools are on track for 2m+ projectors by 2013

A new China Schools Technology report from Futuresource Consulting reveals explosive growth for the interactive whiteboard (IWB) market in the region, with an installed base of more than 200,000 forecast for the end of 2010, equating to 40%+ sales growth.

“By 2013 we’re going to see the number of IWBs in Chinese schools increase to nearly 650,000”, says Colin Messenger, Senior Consultant, Futuresource, “and in the same time period there’ll be more than 2.1m projectors in use. We’re currently picking up huge surges of activity in China, which already has twice as many installed IWBs as Russia and ten times more than Brazil.

“With 4.5m classrooms in 700,000 schools, the opportunity for growth in China is immense. However, not all of this market is, or possibly ever will be, in a position to adopt these classroom technologies, either due to a lack of funds or even a lack of basic infrastructure and electricity. Additionally, over half of the schools in China are in rural areas and exhibit a very traditional approach to teaching practices.”

The Futuresource report also includes details of 100 interviews carried out with principals and administration executives within schools, universities and the Ministry of Education. These interviews showed that nearly two out of three had concerns with their current situation, with many saying they had too few computers or the equipment and software were poorly managed. Surprisingly, almost 90% of those interviewed were aware of IWBs, a far higher percentage than in India or Brazil. However, not one of them could name a leading international IWB brand.

“One in every seven IWBs sold worldwide originates from China,” says Messenger, “and Chinese brands account for nearly 90% of sales in China; which is no mean feat considering not one of the top ten projector vendors originates there. The main barrier to success for non-Chinese vendors is the proliferation of local manufacturers - over 50 have been located in our research, and most of their products are basic in function, but significantly cheaper, and locally known.

“For a non-Chinese manufacturer considering entry into this marketplace, the key to success is in the targeting. Many education establishments will not be willing or able to pay the extra costs of a non-Chinese brand. Therefore, the focus must be on the private schools and universities, many of which have a more Western outlook and are more likely to invest in quality, branded technology, as this can be used by the school as a unique selling proposition to differentiate themselves and attract students as part of their commercial recruitment drive. Providing free IWBs to a school may be a necessary cost of introduction,” adds Messenger.

# Press Release



*The Future for Schools Technologies: China* is the final report in the BRICs (Brazil, Russia, India & China) schools technology series. These reports provide an understanding of the key growth areas for schools technologies in each country and show companies how to operate to maximise opportunities. The reports are typically 70 pages long and provide an action toolkit, country background, traits and idiosyncrasies, the country in numbers, educational structure, key interviews and much more. For more information or to make a purchase, contact Colin Messenger at [colin.messenger@futuresource-hq.com](mailto:colin.messenger@futuresource-hq.com).

## 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](http://www.fes2010.com).

## Notes

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## Futuresource Media Contact

For industry comment, forecasting and trends contact Andy C Watson on:

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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