

For Immediate Release
June 2010

Futuresource: Visualiser market worth \$200m in USA and Western Europe

The visualiser continues to excel as a teaching tool in classrooms and training rooms across the world. This device for projecting small objects onto a screen is forecast to reach a value of almost \$200m across USA and Western Europe in 2010, according to new research from Futuresource Consulting.

"Next year, more visualisers will be sold in the USA than Interactive Whiteboards," says Colin Messenger, Senior Consultant at Futuresource. "And although one out of every eight classrooms in the US already has a visualiser, we're going to see that figure skyrocket to one in three by 2011. This technology is really beginning to take a foothold in the schools ICT marketplace"

Though the product category has been in the market for some time - many of the current manufacturers had visualisers available when Futuresource began to research the market in 2002 - total sales were very low. Visualisers are often 'follow-on' products and become implemented in the later stages of school IT initiatives, so the opportunity is far greater today. Most major interactive manufacturers now have a visualiser line in place to complement their portfolio.

"In technology-oriented schools, the Interactive Whiteboard is the hub of the classroom, with additional technologies and devices allied to it," says Messenger. "In addition to the visualiser, audio packages, voting systems and tablets are all emerging as classroom equipment. We see a lot of growth in the visualiser market and I predict that it will continue to develop for the next three years at least."

Futuresource Consulting's new annual visualiser market report is now available, covering the USA, UK and Western Europe. The report provides product and regional overviews, brands analysis, types of visualisers and their applications, classroom penetration and case studies. For more information or to make a report purchase, contact Colin Messenger via colin.messenger@futuresource-hq.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.

Press Release



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