

## **3LCD Technology Dominates ProAV Projector Market**

Projection Industry's Largest Market Chooses 3LCD 3:1 over All Other Technologies

LOS ANGELES – Feb. 25, 2008 – 3LCD, the world's projection technology leader, finished 2007 as the clear technology choice of the Pro AV market with more than 75 percent market share, according to data from Pacific Media Associates (PMA) for the period of January 2007 through December 2007.\* Pro AV customers include the largest school systems, universities, corporations and high-end home theater enthusiasts.

Driving 3LCD momentum in the Pro AV market is its advanced 3-chip optical engine, which delivers continuous, full-time color for amazing video, powerful presentations and higher color brightness than competing single-chip technologies. The Pro AV market has also come to expect outstanding long term performance, low total cost of ownership costs and road-tested reliability. 3LCD technology continues to deliver all three while driving new market growth by offering a broader range of products in key segments such as the 1080p and 720p high-definition markets.

"This year, more than 7 out of 10 projectors sold in the U.S. and Canada featured 3LCD technology, according to dealers in Pacific Media Associates' Pro AV Projector Tracking Service," said Rina Bhuva, senior strategic marketing manager, 3LCD Technology. "It's an incredible testament to the real-world performance of 3LCD projectors and shows that professionals who understand and are familiar with projector capabilities are overwhelmingly recommending that their customers choose 3LCD technology. We will continue to develop solutions that meet the exacting requirements of this important market."

3LCD technology is also driving innovation by delivering industry-leading features including contrast ratios of up to 50,000:1 and lens shift.

"Lens shift capabilities are important for the Pro AV community since they provide installation flexibility without sacrificing image quality," said Gary Kayye, CTS and Chief Visionary, Kayye Consulting. "Horizontal and vertical lens shift allow for changes to be made mid-way through the installation – an incredible value-add for customers. 3LCD projectors continue to lead the marketplace in this essential feature set."