

SOLID STATE ILLUMINATION

THE TECHNOLOGY AND ITS POSITION IN THE AV MARKET



We have come a long way since the first projectors and the original film days. So we were curious about what's happening in the commercial AV projector market, particularly related to the 3-year-new technology, known as solid state illumination.

We recently distributed a survey to experts in the commercial AV industry to learn more about their thoughts, knowledge and expectations on solid state illumination projection technology.

- 1- Color Fidelity
- 2- Illumination Technology
- 3- Ongoing Maintenance Costs

What's Most Important?

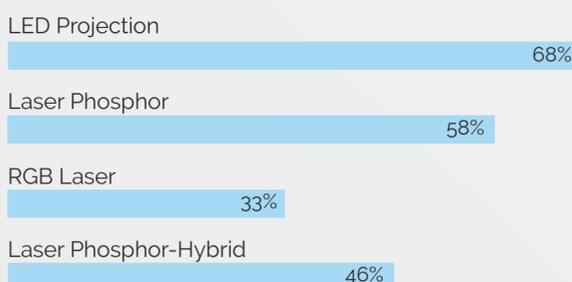
Some of the most important factors when purchasing a projector...

8 in 10



85% of respondents have seen solid state projectors.

...and of this 85%, the majority have seen applications with LED and laser phosphor projection elements.



Solid State Is A Major Player

76% of respondents already own or will be among the first to try solid state illumination.

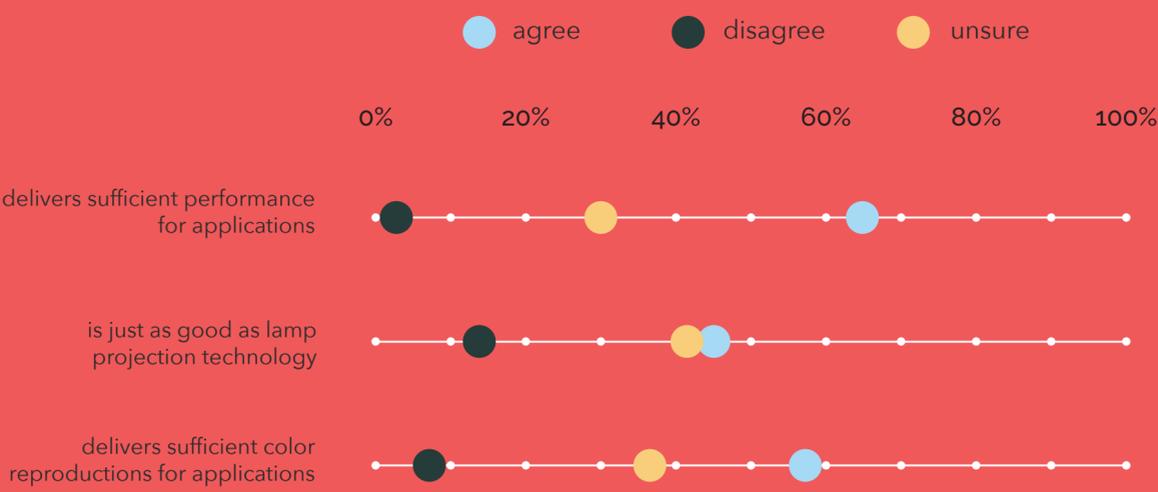
73% said they agree that solid state illumination is likely the future of projection technology.

7 in 10

68% said they plan to own a solid state projector within the next year.



Thoughts on laser phosphor illumination



Stay with what you know?

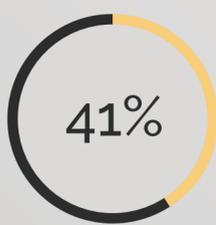
These perks would highly influence respondents to stick with lamp-based projection versus moving forward with solid state illumination projection.



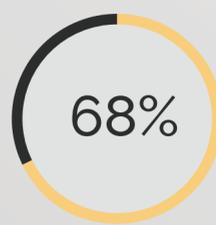
3000+ Hour Lamp Life



Free Lamps for 3 Years



Only 1 Lifetime Lamp Change Guarantee



OVERALL

Solid state illumination technology is on the verge of crossing the technology chasm as over 53% of ProAvers already see it as 'proven technology.'

HOWEVER

It's clear that professionals in the market still have much to learn about the advantages and challenges of new projection technologies such as laser phosphor illumination. Lamp-based projection has been a reliable technology that ProAvers have relied on for decades and know inside and out, therefore it is likely to remain a part of the projection marketplace for many years to come.