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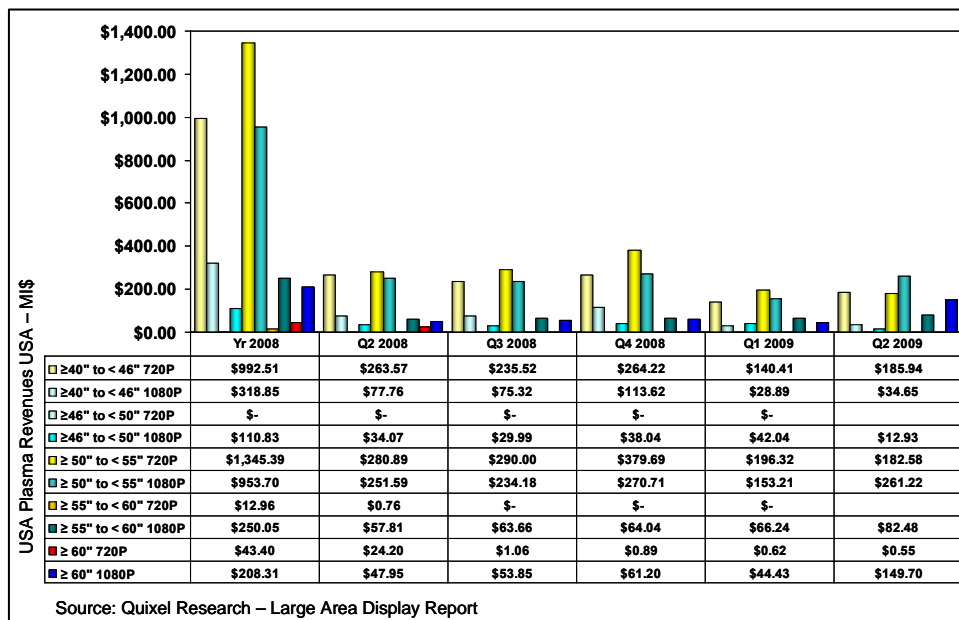
## Plasma TV Sales Surge in Q2 as Consumers Look for Value

**Portland, OR – August 14, 2009.** For Immediate Release: Quixel Research's newly launched *USA Large Area Display Report* revealed that in Q2 2009 the Plasma TV category was the only large screen TV category to show significant growth quarter-to-quarter. The well received quarterly report, which tracks and forecasts screen sizes 40" and above for the LCD, Plasma and Microdisplay Rear Projection categories, finds that in Q2 2009, Plasma TV sales were up 31% in volume and 35% in value when compared to Q1 2009 sales, almost topping the \$1B mark once again. "Unit sales of 42" 720p Plasma TVs were up 40% quarter-to-quarter as consumers were looking for value in uncertain economic times," stated Tamaryn Pratt, Quixel Research's principal. "It also helped that all the models offered were from top brands so consumers felt comfortable making a competitively priced purchase backed up by a well know brand." The surge in 42" 720p Plasma models lifted the segment's unit share of the LAD category four percent quarter-to-quarter. Plasma TV value topped \$910M in the second quarter.

Consumers opted for smaller sized LCDTV models in Q2, keeping unit sales of 40"+ LCDTVs flat quarter-to-quarter and revenues down 7 percent. However, year-to-year large sized LCDTV unit sales were up 17 percent and the segment still dominates the LAD category with almost 75% of both volume and value in Q2.

Revenue results for the overall Large Area Display market were flat or \$3.1B in Q2 2009 and when compared to Q2 2008 revenues, were down nine percent. Overall volume for the LAD market was still strong with the market up five percent quarter-to-quarter and up 10 percent year-to-year.

Quixel Research's *USA Large Area Display Report* is currently available for purchase. The report tracks and analyzes the quarterly results for the 40"+ LCDTV, PDP and MD RPTV categories and forecasts to 2012. Email [info@quixelresearch.com](mailto:info@quixelresearch.com) for more information.



### About Quixel Research

Quixel Research provides market research services covering the consumer market for advanced TVs. The company details the state of the current market, future trends, and pending technology shifts as well as extensive primary research, providing insights into the opinions and attitudes of consumers. For more information about Quixel Research, visit our website at [www.quixelresearch.com](http://www.quixelresearch.com).