

CANON PROJECTORS SEE 22 PER CENT SALES GROWTH

KUALA LUMPUR, June 27: Imaging giant Canon Marketing Malaysia has set its sights on an additional 22 per cent in revenues from its projector range of equipment, tapping into rising demand for home theatres and office use.

According to Pacific Media Associates (PMA), a research firm that tracks the market for worldwide large-screen display, global sales will soar by 26 times within five years as consumers find new uses for high resolution projectors.

The demand for better images will see the 44,063 units sold in 2005, rise to 1.2 million units by 2010 globally.

Taking advantage of this global trend, Canon introduced three new projectors -- the flagship XEED SX6; SX60; and X600, the world's first Liquid Crystal on Silicon (LCOS) Extended Graphics Array (XGA) projector.

LCOS is a reflective technology that uses liquid crystals instead of individual mirrors to create better quality, real life images and more vibrant colours. The same technology is used in rear projection televisions.

XGA is a standard introduced in 1990 to describe display resolution.

"PMA's findings have shown that consumers pick projectors based on resolution, size, brightness and price. Canon's projectors draw on our advantages in these areas," said Richard Yeow, Senior Director and General Manager of Canon's Consumer Imaging Information (CII) division.

"The easy to use projectors and improved functionality will appeal to a wide range of users. Designed to meet the needs of different market segments, Canon's new range of multimedia projectors benefit from our substantial investment in R&D to overcome size limitations and deliver bright, seamless images. Consumers will automatically seek higher quality resolutions for better presentations.

Yeow added these projectors will sell better as they are also more portable, user friendly at a fraction of the price compared to other products currently available on the market.

"The XEED SX6 is targeted at those who require detailed presentations for medical or design applications, while home cinema enthusiasts and corporate workers who desire true to life images will be more than happy with the improved resolutions and features built into the SX60.

“The X600, however, is touted to lead sales as it is the first time equipment with LCOS higher quality is offered at a XGA resolution prices.

“This is in line with findings by research firm DTC that a surge in demand for better resolution projectors will see a increase of 95 per cent year on year growth and a slower 31 per cent rise for the previous XGA and Super XGA resolution technology.

“The Super VGA market segment, previously popular among major users, will see a decline in sales by about 34 per cent,” said Yeow.

At the same launch, Canon also introduced other ultra portable projectors such as the LV X6, LV7255 and LV 7250.

Mediaplex, a leading specialist in projectors was appointed by Canon to provide integrated consultancy and installation of the devices for maximum audio video experience for the launch.

They have an array of Canon projectors suitable for a variety of venue sizes and are able to design and install a perfect home entertainment, business meeting suites, conference and public display environments.

Canon's first LCOS projector, the SX50 has been recognized in numerous awards. The most recent was bagging last year's TIPA 'Best Photo Projector' award in Europe.

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