



Optoma EMEA records 10% market share in EMEA region for first time

Watford September 2009. Optoma EMEA continued its long track record of success within the projector industry achieving its best ever market share result in Q2 2009. According to the worldwide market data released by analyst firm PMA, Optoma EMEA reached number three in the EMEA projector market with a market share in excess of 10% for the first time ever.*

Optoma accounted for 10.1% of all shipments in the EMEA region According to PMA data, projector shipments in EMEA totalled over 337,000 units in Q2 2009, a 29% decline YOY. Despite the difficult trading position worldwide, Optoma managed to increase its market share from 8.4% in 2008.

The EMEA projector market was driven by strong demand on WXGA and short throw solutions; in addition, the continued sales of Pico projectors produced significant increases in market shares. Optoma's strong focus on Pico products and mobility solutions enabled the company to take a significant market share in these segment.

"Globally, the projector market is driven by end-users demand for innovative new products and Optoma has always been at the forefront of such developments," comments Thierry Millet, Senior Vice President Sales of Optoma EMEA. "The results we have achieved confirm that our investments in both R&D and Marketing have provided us with a solid base for growth."

"The results achieved in Europe, Africa and the Middle East speak for themselves: we are the market leaders in 3 different countries, Spain, Saudi Arabia and Norway and top three in 8 major European countries, including UK, France and Sweden."

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NOTES TO EDITORS

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For a full specification sheet or further information visit the Optoma website - <http://www.optoma.co.uk/>

ABOUT OPTOMA

Optoma is a world leading designer and manufacturer of award-winning projectors for Business, Education, Professional Audio/Video and Home Entertainment, with comprehensive ranges to exceed the expectations of every user.

Optoma's innovative products are carefully crafted to deliver crystal clear images of unrivalled quality by incorporating the latest DLP® technology from Texas Instruments', together with advanced optical engineering expertise and dedication to superb product quality.

Optoma has a special approach to customer service. Full product and technical support are available through our extensive network of resellers and distributors. Where Optoma is different is that projector users can call us directly to discuss any concerns.

The Optoma Group has continental headquarters in Europe, the USA and Asia; whilst Optoma Europe Ltd, based in London, covers Europe, Middle East and Africa (EMEA), delivering local services from regional offices in Germany, France and Norway.