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Pico Projector Market by Technology (DLP, LCOS, LBS), Type (USB, Standalone, Media Player, Embedded), Product Model, Brightness, Application (Aerospace & Defense, Automotive, Business & Education, Consumer, Healthcare) & Geography Forecasts & Analysis (2013–2020)

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Abstracts

Pico projectors are miniature video projectors that can be used in many applications where there is a need for sharing information over the large displays. It can accommodate videos and photos for on-the-go entertainment and also slides and charts for presentations in business or classrooms.They are also known as multimedia display systems. Pico projectors are very small devices and can be easily fitted in the palm of the hand or in a pocket. Pico-projector first came into existence in 2003 but products with this name have recently reached performance levels which have made them attractive to capture the market. Presently majority of Pico projectors can display between 0 and 50 lumens, which might increase up to 300 lumens in the coming years.

The countries such as China, India, UAE and Germany are the major untapped potential markets, where the top players can penetrate in order to capture more market share. Rapid miniaturization of powerful technologies in the past few yearshelped Pico projectors to improve the image brightness. Technologies which are incorporated in Pico projectors are Digital Light Processing (DLP), Liquid Crystal on Silicon (LCoS), Laser Beam Steering (LBS) and holographic laser projection. But Pico projectors are still not considered for deployment in large rooms because of its low brightness. Within the next five years, it is expected that a large proportion of Smartphones to built-in Pico projector and secondly we can see the Pico projector becoming an important platform for augmentation.

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Standalone, media player, USB and embedded are the four types of Pico projectors which are currently available in the market. Standalone, media player, USB Pico projectors has a higher demand than embedded projectors as they can be used with multiple gadgets, whereas embedded Pico projector is limited to the device it is embedded in.Embedded Pico projectors are yet to capture the market.

The market, currently, is within the explosive growth time period, and has been witnessing the steep price erosion. The market will stabilize over a period of time and when the price of Pico projectors drops down.The major driving factors for the Pico projector market which are expected to pay rich dividends in the coming years are MEMs technology, increase in use of embedded and the declining average selling price of Pico projectors.

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About

Pico projectors are tiny projectors which are basically battery operated and fit into the user's pocket. These can be easily connected or embedded in handy devices like mobile phone, digital cameras, camcorders, digital photo frames, laptops, mobile TV, portable media players, and portable gaming devices. The two most significant segments of these projectors are stand alone projectors and embedded projectors. Stand alone projectors could be attached to any display device through USB ports; and the ’media player projectors, which have an in- built memory slot. ’Embedded' projectors are Pico projectors embedded within a device such as cell phones and laptops and can project any file or document within this device.

The market, currently, is within the explosive growth time period, and has been witnessing steep price erosion. The market will stabilize over a period of time and when the price of Pico projectors drops down. The report gives insights into:-the different trends in this market, whose segment would drive the growth, and as to how this market would mature in the next seven years. The report tries to demystify this journey of the global Pico projector market.

The four major technologies incorporated in the Pico projectors are Digital Light Processing (DLP), Liquid-Crystal-on-Silicon (LCoS), Laser-Beam-Steering (LBS), and holographic laser projection. DLP and LCoS form the mainstream technologies. This uses a white light source and a filtering technique to create a distinct brightness and color on each pixel. The main components used in Pico projectors are battery, light source (green laser diodes, LEDs, HBLEDs) and optics (optical engine). Pico Projectors market is also classified according to the brightness it provides. The report has classified Pico projectors in the following brightness range: 0-50 Lumens, 50- 100 Lumens, and 100 lumens and above. The majority of Pico projectors manufactured today, lie within the 0-50 lumens range.

The application market of Pico projectors is segregated into consumer electronics, retail, automotive, business and education, aerospace and defence, and others. Geographically, the global Pico projectors market is segmented into four major regions namely the Americas, Europe, Asia Pacific, and the Rest of the World. The report presents a forecast about:-the future growth from 2013 to 2020, market size, company profiles, market share, and the key strategies of the leading players.

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