

# **North America Pico Projector Market by Product Type (Standalone, Media Player, USB, Embedded) by Application (Aerospace & Defense, Automotive, Business & Education Consumer Electronics, Industry, Medical, Retail) by Country - Analysis and Forecast to 2019**

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## **Abstracts**

The North America pico projector market is estimated to grow at a CAGR of 36.4% during the forecast period. The growth of North America pico projector market is driven by its increasing application in education, consumer electronics, aerospace, and automotive application market. In the overall pico projector market, the embedded and USB product types are expected to be the highest revenue generators during the forecast period.

In this report, the product types covered are embedded pico projectors, media player pico projectors, standalone pico projectors, and universal serial bus (USB) pico projectors.

This report provides a detailed analysis of the pico projector product types, along with their existing and emerging markets. The various application segments for pico projector in North America are aerospace, automotive, business & education, consumer electronics, manufacturing industry, healthcare, and retail. The business & education application segmented dominated the North America pico projector market with a market share of 24.8% in 2014.

There are a number of players currently operating in the North American market for Pico Projector market, which makes it a competitive one. Texas Instruments Inc. (U.S.),

STMicroelectronics N.V. (Switzerland), Optoma Technology Inc. (U.S), Acer Inc. (Taiwan), and MicroVision Inc. (U.S.) are the prominent players in this market. Out of these companies, Texas Instruments Inc. (U.S.) and STMicroelectronics N.V. (Switzerland) account for the majority of the market share.

#### Customization Options:

Along with the market data, you can also customize the MMM assessments that are in accordance to your company's specific needs. Customize to get comprehensive industry standard and deep-dive analysis of the following parameters:

#### Product Analysis:

Usage pattern (in-depth trend analysis) of products (segment-wise).

Product matrix, which gives a detailed comparison of product portfolio of each company, mapped at country and sub-segment level.

End-user adoption rate analysis of the products (segment-wise and country-wise).

Comprehensive coverage of product approvals, pipeline products, and product recalls.

#### Data from Manufacturing Firms:

Fast turn-around analysis of manufacturing firms' responses to recent market events and trends.

Various firms' opinions about different applications where Pico Projector can be used.

Qualitative inputs on macro-economic indicators as well as mergers & acquisitions in each country.

#### Comparative Analysis:

Market data and key developments of top companies.

Shipment/Volume Data:

Tracking the value of components shipped annually in each country.

Trend Analysis of Application:

Application matrix, which gives a detailed comparison of application portfolio of each company, mapped in each country.

## Contents

### **1 INTRODUCTION**

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SEGMENTATION & COVERAGE
- 1.3 STAKEHOLDERS

### **2 RESEARCH METHODOLOGY**

- 2.1 INTEGRATED ECOSYSTEM OF PICO PROJECTOR MARKET
- 2.2 ARRIVING AT THE NORTH AMERICA PICO PROJECTOR MARKET SIZE
  - 2.2.1 TOP-DOWN APPROACH
  - 2.2.2 BOTTOM-UP APPROACH
  - 2.2.3 DEMAND SIDE APPROACH
  - 2.2.4 MACRO INDICATOR BASED APPROACH
- 2.3 ASSUMPTIONS

### **3 EXECUTIVE SUMMARY**

### **4 MARKET OVERVIEW**

- 4.1 INTRODUCTION
- 4.2 NORTH AMERICA PICO PROJECTOR MARKET: COMPARISON WITH PARENT MARKET
- 4.3 MARKET DRIVERS AND INHIBITORS
- 4.4 KEY MARKET DYNAMICS
- 4.5 DEMAND SIDE ANALYSIS

### **5 PICO PROJECTOR MARKET, BY PRODUCT**

- 5.1 INTRODUCTION
- 5.2 NORTH AMERICA STANDALONE PICO PROJECTORS MARKET, BY COUNTRY
- 5.3 NORTH AMERICA MEDIA PLAYER PICO PROJECTORS MARKET, BY COUNTRY
- 5.4 NORTH AMERICA EMBEDDED PICO PROJECTORS MARKET, BY COUNTRY
- 5.5 NORTH AMERICA UNIVERSAL SERIAL BUS (USB) PICO PROJECTORS MARKET, BY COUNTRY

### **6 PICO PROJECTOR MARKET, BY APPLICATION**

## 6.1 INTRODUCTION

## 6.2 NORTH AMERICA PICO PROJECTORS MARKET IN BUSINESS & EDUCATION, BY COUNTRY

## 6.3 NORTH AMERICA PICO PROJECTOR MARKET IN CONSUMER ELECTRONICS, BY COUNTRY

## 6.4 NORTH AMERICA PICO PROJECTOR MARKET IN AUTOMOTIVE, BY COUNTRY

## 6.5 NORTH AMERICA PICO PROJECTOR MARKET IN RETAIL, BY COUNTRY

## 6.6 NORTH AMERICA PICO PROJECTOR MARKET IN HEALTHCARE, BY COUNTRY

## 6.7 NORTH AMERICA PICO PROJECTOR MARKET IN INDUSTRIAL, BY COUNTRY

## 6.8 NORTH AMERICA PICO PROJECTOR MARKET IN AEROSPACE & DEFENSE, BY COUNTRY

# 7 PICO PROJECTOR MARKET, BY COUNTRY

## 7.1 INTRODUCTION

## 7.2 U.S. PICO PROJECTOR MARKET

### 7.2.1 U.S. PICO PROJECTOR MARKET, BY APPLICATION

### 7.2.2 U.S. PICO PROJECTOR MARKET, BY PRODUCT

## 7.3 CANADA PICO PROJECTOR MARKET

### 7.3.1 CANADA PICO PROJECTOR MARKET, BY APPLICATION

### 7.3.2 CANADA PICO PROJECTOR MARKET, BY PRODUCT

## 7.4 MEXICO PICO PROJECTOR MARKET

### 7.4.1 MEXICO PICO PROJECTOR MARKET, BY APPLICATION

### 7.4.2 MEXICO PICO PROJECTOR MARKET, BY PRODUCT

# 8 PICO PROJECTOR MARKET COMPETITIVE LANDSCAPE

## 8.1 NORTH AMERICA PICO PROJECTOR MARKET: COMPANY SHARE ANALYSIS

## 8.2 COMPANY PRESENCE IN PICO PROJECTOR MARKET, BY PRODUCT

## 8.3 NEW PRODUCT DEVELOPMENT AND LAUNCHES

## 8.4 MERGERS & ACQUISITIONS

## 8.5 AGREEMENTS, CONTRACTS, PARTNERSHIPS, JOINT VENTURES, AND COLLABORATIONS

# 9 COMPANY PROFILES

(Overview, Financials, Products & Services, Strategy, and Developments)\*

- 9.1 MICROVISION INC.
- 9.2 TEXAS INSTRUMENTS INC.
- 9.3 OPTOMA TECHNOLOGY, INC.
- 9.4 STMICROELECTRONICS N.V.
- 9.5 ACER INC.

\*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted company

## **10 APPENDIX**

- 10.1 CUSTOMIZATION OPTIONS
  - 10.1.1 PRODUCT PORTFOLIO ANALYSIS
  - 10.1.2 COUNTRY LEVEL DATA ANALYSIS
  - 10.1.3 PRODUCT COMPARISON OF VARIOUS COMPETITORS
  - 10.1.4 TRADE ANALYSIS
- 10.2 RELATED REPORTS
- 10.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE
  - 10.3.1 RT SNAPSHOTS

## List Of Tables

### LIST OF TABLES

Table 1 NORTH AMERICA PICO PROJECTOR MARKET SIZE, BY CONTRY, 2014 (SD MN)

Table 2 NORTH AMERICA MARKET SIZE, BY APPLICATION, 2014 (SD MN)

Table 3 NORTH AMERICA R&D EXPENDITRE, 2012 & 2013 (SD MN)

Table 4 NORTH AMERICA PICO PROJECTOR MARKET: COMPARISON WITH PARENT MARKET, 2013-2019 (SD MN)

Table 5 NORTH AMERICA PICO PROJECTOR MARKET: DRIVERS AND INHIBITORS

Table 6 NORTH AMERICA PICO PROJECTOR MARKET: BY APPLICATION, 2013-2019 (SD MN)

Table 7 NORTH AMERICA PICO PROJECTOR PRODCT MARKET,, 2013-2019 (SD MN)

Table 8 NORTH AMERICA PICO PROJECTOR MARKET: COMPARISION WITH APPLICATION MARKETS, 2013-2019 (SD MN)

Table 9 NORTH AMERICA PICO PROJECTOR MARKET, BY PRODCT, 2013-2019 (SD MN)

Table 10 NORTH AMERICA STANDALONE PROJECTOR PICO PROJECTOR MARKET, BY CONTRY, 2013-2019 (SD MN)

Table 11 NORTH AMERICA MEDIA PLAYER PICO PROJECTOR MARKET, BY CONTRY, 2013-2019 (SD MN)

Table 12 NORTH AMERICA EMBEDDED PICO PROJECTOR MARKET, BY CONTRY, 2013-2019 (SD MN)

Table 13 NORTH AMERICA SB PICO PROJECTOR MARKET, BY CONTRY, 2013-2019 (SD MN)

Table 14 NORTH AMERICA PICO PROJECTOR MARKET, BY APPLICATION, 2013-2019 (SD MN)

Table 15 NORTH AMERICA PICO PROJECTOR MARKET IN BSINESS & EDCATION SECTOR, BY CONTRY, 2013-2019 (SD MN)

Table 16 NORTH AMERICA PICO PROJECTOR MARKET IN CONSMER ELECTRONICS SECTOR, BY CONTRY, 2013-2019 (SD MN)

Table 17 NORTH AMERICA PICO PROJECTOR MARKET IN ATOMOTIVE, BY CONTRY, 2013-2019 (SD MN)

Table 18 NORTH AMERICA PICO PROJECTOR MARKET IN RETAIL SECTOR, BY CONTRY, 2013-2019 (SD MN)

Table 19 NORTH AMERICA PICO PROJECTOR MARKET IN HEALTHCARE, BY

CONTRY, 2013-2019 (SD MN)

Table 20 NORTH AMERICA PICO PROJECTOR MARKET IN INDUSTRIAL APPLICATION SECTOR, BY CONTRY, 2013-2019 (SD MN)

Table 21 NORTH AMERICA PICO PROJECTOR MARKET IN AEROSPACE & DEFENSE, BY CONTRY, 2013-2019 (SD MN)

Table 22 NORTH AMERICA PICO PROJECTOR MARKET, BY CONTRY, 2013-2019 (SD MN)

Table 23 U.S. PICO PROJECTOR MARKET, BY APPLICATION, 2013-2019 (SD MN)

Table 24 U.S. PICO PROJECTOR MARKET, BY PROCT, 2013-2019 (SD MN)

Table 25 CANADA PICO PROJECTOR MARKET, BY APPLICATION, 2013-2019 (SD MN)

Table 26 CANADA PICO PROJECTOR MARKET, BY PROCT, 2013-2019 (SD MN)

Table 27 MEXICO PICO PROJECTOR MARKET, BY APPLICATION, 2013-2019 (SD MN)

Table 28 MEXICO PICO PROJECTOR MARKET, BY PROCT, 2013-2019 (SD MN)

Table 29 NORTH AMERICA PICO PROJECTOR MARKET: COMPANY SHARE ANALYSIS, 2013 (%)

Table 30 NORTH AMERICA: NEW PRODUCT DEVELOPMENT AND LAUNCHES

Table 31 PICO PROJECTOR MARKET: MERGERS & ACQUISITIONS

Table 32 PICO PROJECTOR MARKET: AGREEMENTS, CONTRACTS, PARTNERSHIPS, JOINT VENTURES, AND COLLABORATIONS

Table 33 MICROVISION INC.: PRODUCT AND SERVICE OFFERING

Table 34 MICROVISION INC.: OPERATING DATA, 2009-2013 (SD MN)

Table 35 RELATED DEVELOPMENTS

Table 36 TEXAS INSTRUMENTS INC.: PRODUCT AND SERVICE OFFERING

Table 37 TEXAS INSTRUMENTS INC.: OPERATING DATA, 2010-2014 (SD MN)

Table 38 RELATED DEVELOPMENTS

Table 39 OPTOMA TECHNOLOGY INC.: PRODUCT AND SERVICE OFFERING

Table 40 RELATED DEVELOPMENTS

Table 41 ST MICROELECTRONICS N.V.: PRODUCT AND SERVICE OFFERING

Table 42 STMICROELECTRONICS: KEY OPERATIONS DATA, 2013-2014 (SD MN)

Table 43 RELATED DEVELOPMENTS

Table 44 ACER INC.: PRODUCT AND SERVICE OFFERING

Table 45 ACER INC.: OVERALL REVENUE, 2009-2013 (SD MN)

Table 46 RELATED DEVELOPMENTS

## LIST OF FIGURES

Figure 1 NORTH AMERICA PICO PROJECTOR MARKET: SEGMENTATION &

*North America Pico Projector Market by Product Type (Standalone, Media Player, USB, Embedded) by Application (...)*



## COVERAGE

Figure 2 PICO PROJECTOR MARKET: INTEGRATED ECOSYSTEM

Figure 3 RESEARCH METHODOLOGY

Figure 4 TOP-DOWN APPROACH

Figure 5 BOTTOM-P APPROACH

Figure 6 DEMAND SIDE APPROACH

Figure 7 MACRO INDICATOR BASED APPROACH

Figure 8 NORTH AMERICA PICO PROJECTOR MARKET SNAPSHOT

Figure 9 PICO PROJECTOR MARKET: GROWTH ASPECTS

Figure 10 NORTH AMERICA PICO PROJECTOR MARKET: COMPARISON WITH PARENT MARKET

Figure 11 NORTH AMERICA PICO PROJECTOR MARKET, BY APPLICATION, 2014 & 2019

Figure 12 NORTH AMERICA PICO PROJECTOR PRODUCT MARKET, 2014 & 2019 (SD MN)

Figure 13 NORTH AMERICA PICO PROJECTOR MARKET, COMPARISON WITH APPLICATION MARKET, 2013-2019 (SD MN)

Figure 14 NORTH AMERICA PICO PROJECTOR MARKET, BY PRODUCT, 2014 & 2019 (SD MN)

Figure 15 NORTH AMERICA STANDALONE PICO PROJECTOR MARKET, BY COUNTRY, 2013-2019 (SD MN)

Figure 16 NORTH AMERICA MEDIA PLAYER PICO PROJECTOR MARKET, BY COUNTRY, 2013-2019 (SD MN)

Figure 17 NORTH AMERICA EMBEDDED PICO PROJECTOR MARKET, BY COUNTRY, 2013-2019 (SD MN)

Figure 18 NORTH AMERICA SB PICO PROJECTOR MARKET, BY COUNTRY, 2013-2019 (SD MN)

Figure 19 NORTH AMERICA PICO PROJECTOR MARKET, BY APPLICATION, 2014 & 2019 (SD MN)

Figure 20 NORTH AMERICA PICO PROJECTOR MARKET IN BUSINESS & EDUCATION SECTOR, BY COUNTRY, 2013-2019 (SD MN)

Figure 21 NORTH AMERICA PICO PROJECTOR MARKET IN CONSUMER ELECTRONICS SECTOR, BY COUNTRY, 2013-2019 (SD MN)

Figure 22 NORTH AMERICA PICO PROJECTOR MARKET IN AUTOMOTIVE, BY COUNTRY, 2013-2019 (SD MN)

Figure 23 NORTH AMERICA PICO PROJECTOR MARKET IN RETAIL SECTOR, BY COUNTRY, 2013-2019 (SD MN)

Figure 24 NORTH AMERICA PICO PROJECTOR MARKET IN HEALTHCARE, BY COUNTRY, 2013-2019 (SD MN)

Figure 25 NORTH AMERICA PICO PROJECTOR MARKET IN INDUSTRIAL APPLICATION SECTOR, BY COUNTRY, 2013-2019 (SD MN)

Figure 26 NORTH AMERICA PICO PROJECTOR MARKET IN AEROSPACE & DEFENSE APPLICATION SECTOR, BY COUNTRY, 2013-2019 (SD MN)

Figure 27 NORTH AMERICA PICO PROJECTOR MARKET: GROWTH ANALYSIS, BY COUNTRY, 2014 & 2019 (SD MN)

Figure 28 U.S. PICO PROJECTOR MARKET OVERVIEW, 2014 & 2019 (%)

Figure 29 U.S. PICO PROJECTOR MARKET, BY APPLICATION, 2013-2019 (SD MN)

Figure 30 U.S. PICO PROJECTOR MARKET, BY PRODUCT, 2013-2019 (SD MN)

Figure 31 U.S. PICO PROJECTOR MARKET: PRODUCT SNAPSHOT

Figure 32 CANADA PICO PROJECTOR MARKET OVERVIEW, 2014 & 2019 (%)

Figure 33 CANADA PICO PROJECTOR MARKET, BY APPLICATION, 2013-2019 (SD MN)

Figure 34 CANADA PICO PROJECTOR MARKET, BY PRODUCT, 2013-2019 (SD MN)

Figure 35 CANADA PICO PROJECTOR MARKET: PRODUCT SNAPSHOT

Figure 36 MEXICO PICO PROJECTOR MARKET OVERVIEW, 2014 & 2019 (%)

Figure 37 MEXICO PICO PROJECTOR MARKET, BY APPLICATION, 2013-2019 (SD MN)

Figure 38 MEXICO PICO PROJECTOR MARKET, BY PRODUCT, 2013-2019 (SD MN)

Figure 39 MEXICO PICO PROJECTOR MARKET: PRODUCT SNAPSHOT

Figure 40 NORTH AMERICA PICO PROJECTOR MARKET: COMPANY SHARE ANALYSIS, 2013 (%)

Figure 41 PICO PROJECTOR MARKET: COMPANY PRODUCT COVERAGE, BY PRODUCT, 2014

Figure 42 MICROVISION INC.: REVENUE, 2009-2013 (SDMN)

Figure 43 TEXAS INSTRUMENTS INC: REVENUE, 2010-2014 (SD MN)

Figure 44 STMICROELECTRONICS: REVENUE, 2013-2014 (SD MN)

Figure 45 ACER INC.: REVENUE, 2009-2013 (SD MN)

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