



19 YEARS RUNNING 2001 - 2019

SOURCE: FUTURESOURCE CONSULTING

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Epson Named Number One Projector Brand in Southeast Asia and Worldwide for 19 Consecutive Years

SINGAPORE, 21 April 2020 – [Epson](#) has been named the number one projector brand in Southeast Asia as well as worldwide by Futuresource Consulting[1], having held the leadership position for 19 consecutive years. The milestone reflects Epson's continued market leadership and constant innovation in the visual imaging industry.

Epson's worldwide market share for projectors have increased consistently over the last 19 years to maintain its continued dominance, with the latest

findings from Futuresource indicating that Epson continues to dominate the Southeast Asian and worldwide market.

Within Southeast Asia, Epson continues to maintain market leadership, with market share increasing to 44.4 per cent in 2019 from 37 per cent in 2018. Globally, Epson has the largest market share worldwide for projectors, at 41.4 per cent for 2019, which is an increase from 37.4 per cent in 2018. Likewise for the home projectors segment, in 2019, Epson has achieved the largest market share worldwide at a remarkable 35 per cent.

Ms. Tan May Lin, Director – Sales, Marketing and Customer Service of Epson Sales division, Epson Singapore said, “Being the number one project brand for 19 consecutive years is no small feat, and we are certainly proud of this achievement. We hope to continue innovating and bringing new value to our customers, as we focus on driving growth in the B2B segment, including the education, corporate and rental and staging industries.”

A key factor to Epson’s continued dominance is its continuous innovation. New launches in Southeast Asia include the launch of its new retail, education, corporate and home projectors, including the EB-U50/EB-W50 for digital signage applications, the EB-1485Fi ultrashort throw interactive laser projector, and the EB-1070U/1060U series of business projectors respectively. The launch of its home cinema projectors, the EF-100 series, EH-TW7000 and EB-LS500 further contributed to its growth in the home projector segment.

At the heart of Epson’s projectors is its proprietary 3LCD technology, which enables Epson projectors to deliver the most vibrant and true-to-life images with up to 3 times higher colour brightness compared to 1-chip DLP projectors in the market. In contrast to 3-chip 3LCD projectors, 1-chip DLP projectors use a rotating colour wheel that spins at a rapid speed, only displaying colours sequentially, which can result in colour break-up or the “rainbow effect”.

Epson’s vertically-integrated business model means the company creates its own core technologies and manufactures and sells its finished products, maintaining control over the whole process and ensuring quality down to the smallest detail in the manufacturing of its projectors.

Epson continues to innovate in its projector offerings for its range of business, interactive, high brightness and home projectors, catering across

segments from corporate to education, rentals, staging and large entertainment venues and home entertainment.

[1] Data from Futuresource Quarterly Market Insight Reports. Sell-in volumes, representing at least 95% of the worldwide market, are collected from manufacturers each quarter. Data is cross-checked with inputs from distribution channels and component suppliers. This data collection methodology enables Futuresource to accurately size the Projectors Market and provide detailed brand, specification and application shares in over 66 countries worldwide.

About Epson

Epson is a global technology leader dedicated to becoming indispensable to society by connecting people, things and information with its original efficient, compact and precision technologies. The company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics. Epson is proud of its contributions to realizing a sustainable society and its ongoing efforts to realizing the United Nations' Sustainable Development Goals.

Led by the Japan-based Seiko Epson Corporation, the worldwide Epson Group generates annual sales of more than US\$10 billion.

<http://global.epson.com/>

About Epson Singapore

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia and South Asia. Led by the regional headquarters Epson Singapore, Epson's business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities.

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