Jun 11, 2018 14:18 PST

Epson named world's number one projector brand in Philippines and worldwide for 17 consecutive years

Philippines, June 2018– [Epson](#) has been named the number one projector brand in Philippines as well as worldwide by Futuresource Consulting[1], having held the leadership position for 17 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 17 years to maintain its continued dominance. The latest findings from Futuresource indicate that Epson continues to dominate the Philippines market as the number one brand, with 58% market share for projectors 500 lumens and above for 2017, up from 55% in 2016.

Within Southeast Asia, Epson continues to maintain market leadership, with market share increasing to 36% in 2017 from 34% in 2016. Globally, Epson has the largest market share worldwide for projectors, at 36.4% for 2017, which is an increase from 35.5% in 2016[2]1. Likewise for the home projectors segment, Epson has achieved the largest market share worldwide for projectors at 42.2% for 2017, an increase from 39.1% in 2016[1].

A key factor to Epson's continued dominance is in its continuous innovation. New launches in Southeast Asia include the launch of its new retail, education and corporate projectors – the EB-S/X/W/U series, EB-900 series and EB-2000 series respectively, as well as the launch of its first 15,000 lumens high brightness laser projector, EB-L1755U. The launch of its home cinema projector, EB-TW5650 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 color wheel that spins at a rapid speed, only displaying colors sequentially, which can result in color 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.

With its new spotlight projector for the retail and hospitality sector, Epson continues to innovate and push into new sectors. Epson continues to innovate in its projector offerings for its range of business, interactive and high brightness projectors, catering across segments from corporates, to education and rentals and staging venues.

"We aim to be at the forefront of innovation and research, and to maintain our position as a market leader. Last year, we continued to deepen our strengths in the corporate and education sectors with our innovative projectors that can rival flat panel displays, as well as with our high-lumens high brightness projectors. We will continue to continuously engage our partners and customers and deliver our innovative solutions to our markets," said Eduardo Bonoan, Director of Marketing Division, Epson Philippines.

[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.

[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 connecting people, things and information with its original efficient, compact and precision technologies. With a lineup that ranges from inkjet printers and digital printing systems to 3LCD projectors, smart glasses, sensing systems and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 76,000 employees in 86 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental impacts.

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.

http://www.epson.com.sg

About Epson Philippines

Epson's corporate presence in the Philippines commenced in 1998. It grew rapidly into a billion-peso company in a span of a few years from its establishment due to its client-oriented approach in its business management style by its dedicated and innovative staff members and officers.Epson Philippines has an extensive network of 77 Authorized Service Centers nationwide with more than 200 dealers and more than 800 shops across the Country. For more details, please visit our website (www.epson.com.ph) or our Facebook page (http://www.facebook.com/EpsonPhilippines).

For product inquiries and technical support, please contact Epson Customer Care at: Metro Manila: (02) 441-9030; Toll Free: 1-800-1069-37766 (PLDT), 1-800-3-0037766 (DIGITEL) or visit the Epson Customer Care website: http://customercare.epson.com.ph