

## Epson 3LCD Projectors Achieve Cumulative Global Sales of 20 Million Units



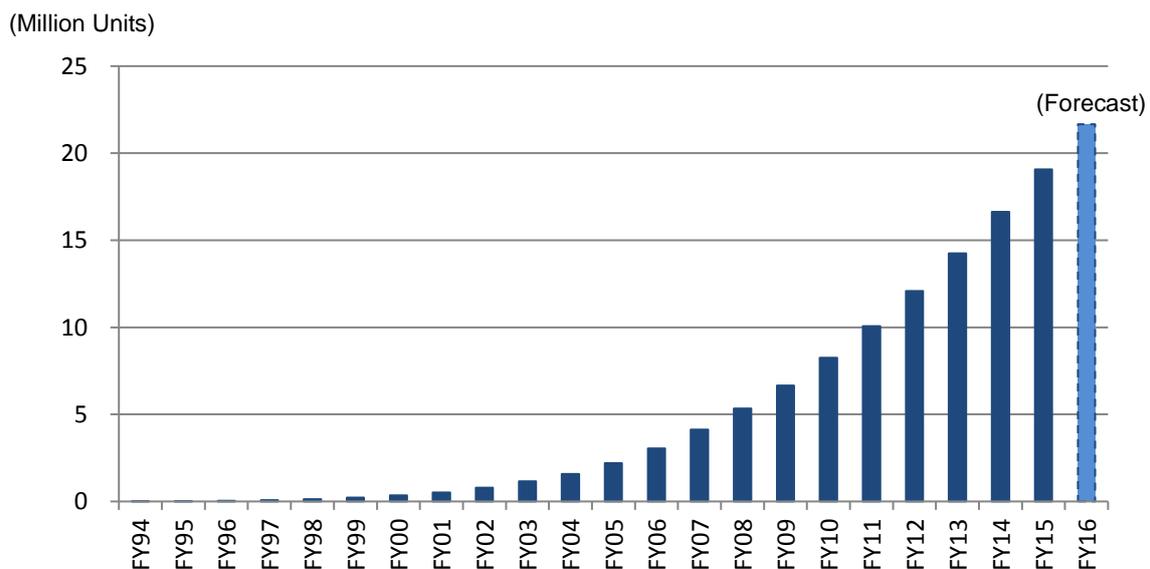
EB-G7805 3LCD high brightness projector

- TOKYO, Japan, October 25, 2016 -

Seiko Epson Corporation (TSE: 6724, "Epson") is pleased to announce that its 3LCD projectors have achieved cumulative global sales of 20 million units.

Epson launched its first 3LCD projectors in 1989. Today, presentations projected on-screen in a large format are taken for granted, but this practice did not exist until the mid-1990s, when Epson released the ELP-3000, a compact, lightweight, portable, and bright projector. This pioneering product carved out an entirely new market for projectors and made big-screen presentations an integral part of business. Applications for projectors have now expanded, for example, for business presentations in offices, for home theaters, for education, and for professional uses such as concerts and other events. By continuing to develop 3LCD projectors that fulfill the demands of these markets, Epson has been able to maintain its position as the world's No.1\* supplier of projectors for 15 successive years and to achieve this milestone in cumulative global sales.

### 3LCD projector cumulative unit sales



\*Epson started calculating shipments from FY94.

Epson's strength derives from a vertically integrated business model, wherein the company plans, designs, manufactures, and sells products that are based on core technologies and core devices that it has developed and manufactured itself. Epson independently develops and

volume-produces powerful, competitive core devices such as high-temperature polysilicon TFT panels that are the core component of projectors. A deep familiarity with every aspect of these components gives Epson a competitive edge. It allows the company to plan and design strong, differentiated finished products that it can produce on its own by drawing on its manufacturing expertise.

Junichi Watanabe, chief operating officer, Visual Products Operations Division says, "I am very proud of achieving this landmark total. Our success to date - and going forward - is based on our ability to stay ahead of the curve and deliver products and services whose value exceeds the expectations of our customers, and which make positive changes to the way people communicate. As mentioned in our Epson 25 Corporate Vision, our vision is to refine original microdisplay and projection technologies, and create outstanding visual experiences and a natural visual communications environment for every aspect of business and lifestyles. Using our unique technologies, we will create value that cannot be replicated by other formats, and will offer new visual experiences in a wide variety of scenarios and locations, including making inroads into using projection as a lighting tool."

\*Source: Surveys by Futuresource Consulting Ltd., 2001 - 2015 (unit volume of projectors of 500 lumens and above)

#### **Notes**

1. Please see the link below for further details about 3LCD technology. (external web page)  
<http://www.3lcd.com>
2. Please see the link below for further details about Epson's microdisplay technologies.  
[http://global.epson.com/innovation/core\\_technology/micro\\_display.html](http://global.epson.com/innovation/core_technology/micro_display.html)

\*\*\*

#### **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 67,000 employees in 90 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 Southeast Asia**

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia. Led by the regional headquarters, Epson Singapore Pte Ltd., Epson Southeast Asia spans an extensive network of 10 countries, and is responsible for delivering and supporting Epson's cutting-edge consumer and business digital imaging products to the customers of these markets through its comprehensive infrastructure of over 360 service outlets, 10 Epson solution centres and 8 manufacturing facilities. <http://www.epson.com.sg>

#### **About Epson Singapore**

Epson is the world's leader in digital imaging solutions. The company's Singapore operation is also the Regional Headquarters of Seiko Epson Corporation. The company markets and supports Epson printers, scanners, projectors, electronic devices including liquid crystal

displays, semiconductors and system devices in South East and South Asia.  
[www.epson.com.sg](http://www.epson.com.sg)

**Media Enquiries:**

Lim Wee Ling Asia PR Werkz for Epson Singapore +65 9768 6827 <a href="mailto:weeling@asiaprwerkz.com">weeling@asiaprwerkz.com</a>	Stephanie Lee Epson Singapore Pte Ltd +65 6586 5586 <a href="mailto:slee@esp.epson.com.sg">slee@esp.epson.com.sg</a>
--	---