We recently distributed a survey to experts in the commercial AV industry to learn more about their thoughts, knowledge and expectations on solid state illumination projection technology.

**What’s Most Important?**

Some of the most important factors when purchasing a projector...

85% of respondents have seen solid state projectors.

- **Color Fidelity**: 85%
- **Illumination Technology**: 73%
- **Ongoing Maintenance Costs**: 68%

8 in 10...and of this 85%, the majority have seen applications with LED and laser phosphor projection elements.

**Solid State Is A Major Player**

- **68%** said they plan to own a solid state projector within the next year.

**Thoughts on laser phosphor illumination**

- Delivers sufficient performance for applications: Agree 60%, Disagree 30%, Unsure 10%
- Laser is as good as lamp projection technology: Agree 70%, Disagree 20%, Unsure 10%
- Delivers sufficient color reproductions for applications: Agree 60%, Disagree 30%, Unsure 10%

**Stay with what you know?**

These perks would highly influence respondents to stick with lamp-based projection versus moving forward with solid state illumination projection.

- **5000+ Hour Lamp Life**: 50%
- **Free Lamps for 3 Years**: 41%
- **Only 1 Lifetime Lamp Change Guarantee**: 68%

**OVERALL**

Solid state illumination technology is on the verge of crossing the technology chasm as over 53% of ProAVers already see it as ‘proven technology.’

**HOWEVER**

It's clear that professionals in the market still have much to learn about the advantages and challenges of new projection technologies such as laser phosphor illumination. Lamp-based projection has been a reliable technology that ProAVers have relied on for decades and know inside and out, therefore it is likely to remain a part of the projection marketplace for many years to come.

Source: rAVe Survey - Alternative Projection Lamp Technology Survey
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