

## Average Selling Price for 2D and 3D LCD and Plasma TVs

|           | February 2010 | February 2011 |
|-----------|---------------|---------------|
| 2D LCD    | \$594         | \$511         |
| 3D LCD    | \$2,683       | \$1,705       |
| 2D Plasma | \$878         | \$603         |
| 3D Plasma | \$2,948       | \$1,214       |

Source: The NPD Group/Retail Tracking Service