

FROM CLICKERS TO CONTROLLERS: THE NEXT GENERATION OF WIRELESS PRESENTATION TECHNOLOGY

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Our modern world depends on the advanced technological products to boost our businesses and in terms of ease of executing the tasks seamlessly. Some have argued that replacing traditional products with new developed product ought to be the number one priority. Personally, I agree.

The major reason why we need to keep developing or transforming the Wireless presenter features is because the ease of power presentation slides through online or offline modes. Indeed, we have seen a significant change in using these cue clickers across many segments like in small meetings in the offices, and in the educational institutes for teaching sessions and making indispensable tools in boardrooms and conferences. Furthermore, the trend towards remote working and virtual meetings has necessitated the need for effective presentation tools that can be easily integrated with digital communication platforms, thereby fuelling market growth.

Indeed, experts predict that a projected growth to USD 2.1 billion

by 2032, growing at a Compound Annual Growth Rate (CAGR) of 6.1% from 2024 to 2032 as per *Dataintel* research. It is therefore vital for the companies and engineers to develop viable solution to enable top-notch features to continue.

On the other hand, many companies have kept developing Bluetooth, radio frequency, and infrared based products, and there is a new core rich technological development with 433MHz/410-450MHz digital communication technology which has significant advantages over common 2.4GHz (Bluetooth/Wi-Fi) cue clickers like to name a few: strong penetration, less interference, longer transmission range, and adaptive frequency modulation. Furthermore, multi-device synchronisation is one of the demanding features for the bilingual presentations in conferences. New technological products like with 433 MHz technological products. As one example, are the major contributors to growth, a driving force of representation of PPT's.

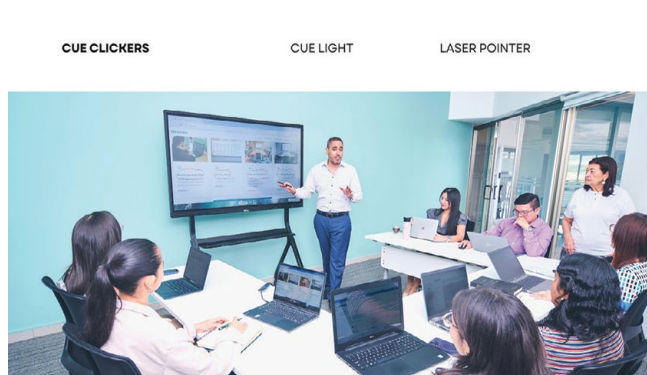
The technology segment of the wireless presenters and laser pointers market is divided into Bluetooth, Radio Frequency (RF), and Infrared. Bluetooth-enabled presenters are gaining popularity due to their ease of connectivity with various devices



such as laptops, tablets, and smartphones. The convenience of wireless operation without the need for additional receivers is a significant advantage, making Bluetooth presenters a preferred choice for many users. Moreover, advancements in Bluetooth technology have improved connection stability and range, further enhancing the user experience and expanding the potential applications of these devices.

Radio Frequency technology remains a dominant choice due to its reliable connectivity and extended range, which is particularly beneficial in large venues or spacious conference rooms. RF presenters offer robust performance without interference from other wireless devices, making them ideal for corporate and educational settings where multiple devices are often in use simultaneously. The ability to operate over longer distances than Bluetooth devices also provide greater flexibility for presenters who need to move around the room during their presentations.

Infrared presenters, while less common, are still utilised in specific settings where direct line-of-sight operation is feasible. These devices are typically more affordable and offer reliable performance in controlled environments where the presenter is in close proximity to the receiving device. Despite their limitations in terms of range and susceptibility to interference from physical obstructions, infrared presenters remain a viable option for budget-conscious users or minimalistic applications.



WIRELESS PRESENTER



Trend Towards the Presenter with Laser Pointer

The ongoing advancements in wireless technology are driving innovation within this segment. Manufacturers are focusing on developing hybrid devices that combine multiple connectivity options, providing users with the flexibility to choose the most suitable technology for their needs.

Additionally, the integration of advanced features such as gesture control, voice recognition, and customizable buttons is enhancing the functionality and appeal of wireless presenters, catering to the evolving preferences of tech-savvy consumers.

The Asia Pacific region is poised for the highest growth rate, with a projected CAGR surpassing that of other regions dur-

ing the forecast period. This rapid growth is driven by the region's expanding corporate sector, increasing number of educational institutions, and a growing focus on technological advancements. Countries such as China, India, and Japan are leading the way in adopting advanced presentation tools to enhance business communication and educational outcomes.