

*The global wireless presenters and laser pointers market size is projected to grow by USD 2.1 billion by 2032, at a CAGR of 6.1% from 2024 to 2032. In fact, the APAC region, driven by urbanization in today's world, is poised for the highest growth rate over the forecast period", as per the reports by DataIntelto. In this column, **Bhavani Raj** explains the use of cue clickers and laser pointers while highlighting how such technologies are marking a significant need in this tech-driven world.*

DRIVING PRO AV EFFICIENCY WITH CUE CLICKERS AND LASER POINTERS

Undoubtedly, technology has given a radical approach to the products like Cue Clicker, limit timer, pointer pens, LED podium light, cue, green dot laser pointer, lasers pointer, or cue system. For example, content provides a full and clear view to reading; besides that, we can control the content switching between several devices. Needless to say, technophobia will have an emerging place in this ever-advanced modern world.

In today's fast-paced world, having the right tools can greatly improve

presentations. Cue Clicker products are curated for professionals who give press conferences, speeches, and others in meeting rooms. And we have been seeing a significant demand in educational institutions these days.

To embark on, there are multiple reasons why the PPT clickers or cue lights, and pivotal tools like wireless presenter, laser power point PPT presenter slider changer by numerous consumer-based OEM's available on e-commerce platforms, professional clickers by the OEMs from USA, and China like Cue Commander

or Super Cue Series are progressively easier for live conferences and events. First of all, products like laser pointer pens, slide advancer, presenter timer products have become the ardent habits of many professionals. Everyone, whether from AV, event or LED screen industry, is seen desperately waiting for the advancement and extraordinary features in the cue. Moreover, these are the portable, cheapest, and easiest ways to operate and handle complex situations in the events to display the presentation or the content



Contributor: Bhavani Raj,
Marketing Director, Shenzhen Super
Cue Technology Co., Ltd.

between numerous laptops. It can be carried from one place to another in the flight case and is available at an economical price. It is so handy and merely by carrying the main unit and two remotes can make you omniscient. Secondly, hefty additional devices are not required.

There has been a notable increase in demand for cue clickers (PPT clickers) after the Covid-19 pandemic, compared to pre-pandemic sales level.

Before Covid, PPT clickers were less commonly purchased, as most meetings and presentations happened in traditional office environments with shared equipment, post-Covid, with the surge in hybrid and remote work, professionals increasingly conduct presentations from various locations, requiring personal presentation tools like cue clickers for both virtual and live events.

Growth is further driven by the expansion of digital learning, frequent webinars, and virtual conferences, where wireless clickers offer flexibility and ease.

Experiencing the current demand in the market, **Shenzhen AV Master Technology Co., Ltd** has developed the Super Cue Series based on numerous requirements in contrast to the several markets.

