

Black Friday LCD-TV prices down 22 pct, sales up

December 1 2009

(AP) -- A research firm says decisive price cuts are helping sales of LCD flat panel TVs rise after Thanksgiving.

iSuppli Corp. estimates that sales are up 6 percent over last year.

It says promotional prices have been 22 percent lower than before [Black Friday](#), the traditional start of the holiday shopping season. The average promotional price for a 32-inch set was \$369, down from \$490 before [Thanksgiving](#).

Prices for larger sets have been down more modestly, on the order of 7 percent. According to iSuppli, manufacturers instead have been packing better features into the models on sale, such as faster refresh rates for a steadier picture.

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