

Pixelplus Co., Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Pixelplus Co., Ltd. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Pixelplus Co., Ltd. and its competitors. This provides our Clients with a clear understanding of Pixelplus Co., Ltd. position in the [Semiconductor](#) Industry.

The report contains detailed information about Pixelplus Co., Ltd. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Pixelplus Co., Ltd.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Pixelplus Co., Ltd. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Pixelplus Co., Ltd. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Pixelplus Co., Ltd. business.

About Pixelplus Co., Ltd.

Pixelplus Co., Ltd., a fabless semiconductor company, engages in designing, developing, and marketing semiconductor image sensor devices. The company offers complementary metal oxide semiconductor (CMOS) image sensor devices that are used to capture and convert images into digital signals for display or transmission in mobile camera phones, personal computer cameras, and security and surveillance systems.

Products

The company's product offerings range from its 0.1 megapixel CIF and 0.3 megapixel VGA products to its higher-end 1.3 megapixel super extended graphics array (SXGA), and 2.0 megapixel ultra extended graphics array (UXGA), products.

The company offers 1.3 megapixel CMOS image sensor and 2.0 megapixel single chip product with auto-focus capabilities. It also integrated a four-channel motor controller into its commercially available 2.0 megapixel products to control mechanical shutter, aperture and auto focus functions as part of its camera SoC strategy. The company also offers CIF image sensor with an optical size of 1/11 inch and developed its four-transistor CMOS structure, as well as certain other products, including a VGA bayer

output image sensor with an optical size of 1/8 inch.

The company offers a product portfolio, including image sensors with resolutions ranging from 0.1 to 2.0 megapixels, from which its customers can choose CMOS image sensors suited for their application needs.

Pixelplus CMOS Image Sensors

CIF: The company's CIF image sensors are used in dual camera mobile phones which utilize two image sensors, a CIF image sensor for video conferencing and a higher megapixel image sensor for taking digital photos. The company's CIF image sensors are sold primarily to customers in Japan, such as Sharp and Seiko Precision Inc.

VGA: The company offers 0.3 megapixel VGA image sensors. The company's VGA image sensors range in optical size from 1/4.2 inch to 1/10.2 inch.

SXGA: The company developed 1.3 megapixel SXGA image sensors for the mobile camera phone application. The company developed SXGA image sensors with 1/4.2 inch optical size. This product incorporates on-chip ISP and on-chip regulator functions. The company's SXGA image sensors are used primarily in higher-end, higher resolution mobile camera phones. The company's SXGA image sensors include image sensors with 1/2 inch, 1/3.3 inch, 1/3.9 inch and 1/4.2 inch optical sizes.

UXGA: The company's 2.0 megapixel UXGA image sensors with 1/2.7 inch optical size. The company offers UXGA products with auto focus. The company has also integrated motor control mechanisms for auto-focus and mechanical shutters, as well as auto-focus algorithm features into this product. The company developed UXGA image sensors with 1/3.5 inch optical size. This product incorporates auto focus, in addition to on-chip ISP, on-chip regulator and on-chip motor controller functions.

NTSC/PAL: The company's 0.25 megapixel NTSC/PAL image sensors are used in security and surveillance cameras and toys. Its NTSC/PAL image sensors are highly-integrated products combining on a single chip CMOS image sensors, ISP, a television encoder for both NTSC and PAL systems, which is used to convert the digital video generated from the sensors to a composite 10-bit signal, and a video discretionary access control mechanism that converts composite 10-bit signal to an analog signal for television viewing.

Pixelplus Camera Modules

The company offers various custom-made camera modules incorporating its CMOS image sensors. Its camera modules, which consist mainly of an optical lens, a lens holder, a printed circuit board, a socket that attaches the image sensor to the end-product, and its CMOS image sensor chip, allow customers to incorporate a camera system into their mobile phones.

Sales and Marketing

The company operates in the Republic of Korea, the People's Republic of China, other Asian countries, and the United States.

Customers

The company's customers include designers and manufacturers of mobile phones, camera modules and other electronic imaging products, such as Samsung Electronics, Pantech, BYD Co., Ltd., Cresyn, Co., Ltd., Logitech Europe S.A., Seiko Precision Inc., Sharp, Sun Yang Digital Network Technology, and YEL Electronics Limited.

Competition

The company's competitors include MagnaChip, Micron, Samsung Electronics Co., Ltd., OmniVision, STMicroelectronics, Toshiba Corporation, and Sony Corporation.

History

Pixelplus Co., Ltd. was incorporated in 2000.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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