

# **RoomLinX Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

RoomLinX Inc. 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 RoomLinX Inc. and its competitors. This provides our Clients with a clear understanding of RoomLinX Inc. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about RoomLinX Inc. 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 RoomLinX Inc.. 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 RoomLinX Inc. 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 RoomLinX Inc. 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 RoomLinX Inc. business.

### **About RoomLinX Inc.**

Roomlinx, Inc. provides in-room media and entertainment solutions along with wired networking solutions and wireless fidelity networking solutions, also known as Wi-Fi for high speed Internet access to hotels, resorts, and time share properties. As of December 31, 2009, the company's customer base consisted of approximately 118 hotels and 18,779 guest and meeting rooms.

The company's wired and wireless networking solution offers easy to use access, providing instant and connections for laptop users from anywhere throughout a property, including guest rooms, meeting rooms, and back office and public areas. In addition, these users can expand the service to include value-added services, such as wireless point of sale, maintenance, check-in, and Internet telephony services.

### **Services**

The company offers various services to its customers, including: site-specific determination of needs and requirements; design and installation of the wireless or wired network; customized development, design and installation of a media and entertainment system; IP-based delivery of high-definition and standard-definition programming, including Hollywood, adult, and specialty content; delivery of television

programming via satellite (Direct TV or Dish Networks); delivery of an electronic television programming guide (EPG) viewed via the television; maintenance and support of the network and Interactive TV product; technical support to assist guests and hotel staff 24 hours a day, 7 days a week, 365 days a year; hotel staff and management training; marketing assistance and continuous network and system monitoring to ensure quality of service; and advertising sales and advertising sales support.

The company offers the installation and servicing of wired and wireless networks and the development and installation of its media and entertainment system for hotels.

The networks that the company installs can supply the hotel with the Internet requirements to the hotel's back office, guest rooms, restaurants, lobbies, convention center, and meeting rooms over the internal local area network (LAN). As of December 31, 2009, the company's customer base consisted of approximately 118 hotels and 18,779 guest and meeting rooms. The Roomlinx product provides premium applications for Internet-based business and entertainment media to venues serving the visitor-based market, such as hotels, resorts, and time share properties.

The media and entertainment offering includes a range of content and features to satisfy guests. The solution includes movies, gaming, international and the U.S. television programming, music and news; local travel and concierge information; and business productivity tools that include desktop applications, conferencing, and printing applications.

## Competition

**Wired and Wireless High-Speed Internet Offering:** The company's competitors include other wireless high-speed Internet access providers, such as I-Bahn, Guest-Tek, ATT&T, and LodgeNet.

**Media and Entertainment Offering (Interactive TV):** The company's competitors include LodgeNet, SuiteLinq, KoolKconnect, NXTV, and Tangerine Global.

## History

Roomlinx, Inc. was founded in 1992.

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.

## Contents

### RESEARCH METHODOLOGY

### DISCLAIMER

## **1. ROOMLINX INC. COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

## **2. ROOMLINX INC. BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

## **3. ROOMLINX INC. SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

## **4. ROOMLINX INC. FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. ROOMLINX INC. COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. RoomLinX Inc. Direct Competitors
- 5.2. Comparison of RoomLinX Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of RoomLinX Inc. and Direct Competitors Stock Charts
- 5.4. RoomLinX Inc. Industry Analysis
  - 5.4.1. Software and Technology Services Industry Snapshot
  - 5.4.2. RoomLinX Inc. Industry Position Analysis

## **6. ROOMLINX INC. NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. ROOMLINX INC. EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. ROOMLINX INC. ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. UNITED STATES PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

## **10. ROOMLINX INC. IFE, EFE, IE MATRICES<sup>2</sup>**

10.1. Internal Factor Evaluation Matrix

10.2. External Factor Evaluation Matrix

10.3. Internal External Matrix

## **11. ROOMLINX INC. PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. ROOMLINX INC. VRIO ANALYSIS<sup>2</sup>**

## **APPENDIX: RATIO DEFINITIONS**

## **LIST OF FIGURES**

RoomLinX Inc. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit

Profit Margin Chart

Operating Margin Chart

Return on Equity (ROE) Chart

Return on Assets (ROA) Chart

Debt to Equity Chart

Current Ratio Chart

RoomLinX Inc. 1-year Stock Charts

RoomLinX Inc. 5-year Stock Charts

RoomLinX Inc. vs. Main Indexes 1-year Stock Chart

RoomLinX Inc. vs. Direct Competitors 1-year Stock Charts

RoomLinX Inc. Article Density Chart

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.

## List Of Tables

### LIST OF TABLES

RoomLinX Inc. Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
RoomLinX Inc. Key Executives  
RoomLinX Inc. Major Shareholders  
RoomLinX Inc. History  
RoomLinX Inc. Products  
Revenues by Segment  
Revenues by Region  
RoomLinX Inc. Offices and Representations  
RoomLinX Inc. SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
RoomLinX Inc. Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
RoomLinX Inc. Capital Market Snapshot  
RoomLinX Inc. Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Software and Technology Services Industry Statistics



RoomLinX Inc. Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
RoomLinX Inc. Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## 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 3×3 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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