

Vringo, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/V128A7751A7BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: V128A7751A7BEN

Abstracts

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

The report contains detailed information about Vringo, 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 Vringo, 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 Vringo, 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 Vringo, 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 Vringo, Inc. business.

About Vringo, Inc.

Vringo, Inc., a development stage company, provides a platform that allows users to create, download, and share mobile entertainment content in the form of video ringtones for mobile phones. The company's solution includes a suite of mobile and PC-based tools. It has a library of approximately 4,000 video ringtones that it provides for its users.

Product

The company's product consists of four primary components: the Vringo Mobile Application; the Vringo WAP Site; the Vringo Web site; and the Vringo Studio.

The Vringo Mobile Application: The company's application allows the user to engage in an entertaining, and social video ringtone experience. The application includes various features, such as ability for users to set their own personal video ringtones and to create their own video ringtone with their cameras; VringForward technology, which enables users to share video ringtones with friends; gallery-based content browsing of video ringtones; 'push' technology which allows users to subscribe to content channels and have their video ringtone automatically updated; and compatibility with Symbian, Sony Ericsson, Java, Windows Mobile, Android, and Blackberry operating systems.

The Vringo WAP Site: The company has developed a WAP version of the service that

provides a streamlined experience for mobile users who can access the WAP site from the browsers on their mobile phones. In particular, this service includes the following features, subject to the handset's technical capabilities: download and purchase video ringtones; choose a VringForward clip that other users with its application would see when they receive a call; and share video ringtones with friends.

The Vringo Web site: The company allows its users to browse and choose their video ringtones on a personal computer from its Web site (www.vringo.com), and deliver content from its Web site to their mobile phone. The company's Web site includes the following features for users: choose and purchase video ringtones; upload video content stored on their PCs and to create personal video ringtones; engage in social behavior, such as setting up VringForward, inviting friends to its service and posting clips to Facebook and other social networks; manage their accounts; and automatic synchronization with the mobile application on the user's phone or WAP account.

The Vringo Studio: The Vringo Studio is an extension of its Web site that allows users to access video from multiple Web sites or from their computer and then edit and send these video clips to their mobile phones as customized video ringtones. The company is able to create customized versions of the Vringo Studio for specific content partners and mobile carriers that search a pre-defined set of content. On the Vringo Studio, users may transform user-generated or other video from the Web into personalized video ringtones; import clips into their collection via its application or its WAP site; and share clips via SMS messaging or email and post clips to social networks.

Sales, Marketing and Distribution:

The company markets its service through three primary channels: mobile carriers, content aggregators and owners, and handset manufacturers. Users can also access its service directly from its Web site or WAP site. The company is also engaged in direct consumer marketing.

Significant Events

On September 20, 2010, Vringo, Inc. announced the signing of an agreement with Tiesto to co-develop new video ringtone content.

Competition

The company faces competition from companies, such as Monikker and Emotive whose

Ringjam service provides real time phone-to-phone push audio-only ringtones; and from companies like myvtones that offers a video ringtone application for unlocked iPhones. Its other indirect competitors include ringtone and video ringtone resellers, such as Jamster, a division of Fox Mobile, and Thumbplay. It also identifies competition from companies, such as GigaFone and Zad Mobile, who offer an advertising platform centered on video ringtones.

History

Vringo, Inc. was founded in 2006.

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.
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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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