

Coby Electronics Corp in Consumer Electronics (Venezuela)

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Abstracts

Over the forecast period, Coby will work to strengthen its competitive position in consumer electronics in Venezuela by expanding its distribution network, launching new products and improving related services. Most notably, the company aims to enter the highly competitive digital TV category, where it will launch new CCFL and LED products with screen sizes ranging from 12 to 65 inches. The company will also introduce digital TVs with a revolutionary new 3D TV technology that does not require...

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