

Irriver Ltd in Consumer Electronics (South Korea)

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Abstracts

Irriver aims to recover from running at a loss by focusing on introducing new categories of products due to changes in demand, instead of portable multimedia players and general MP3 players. The company produces high-end MP3 players targeted at a niche group of consumers who prefer high-quality sound when listening to music, instead of offering smartphones or computers. In addition, the company offers accessories for smartphones such as cases, and also digital media player docks. By diversifying...

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