

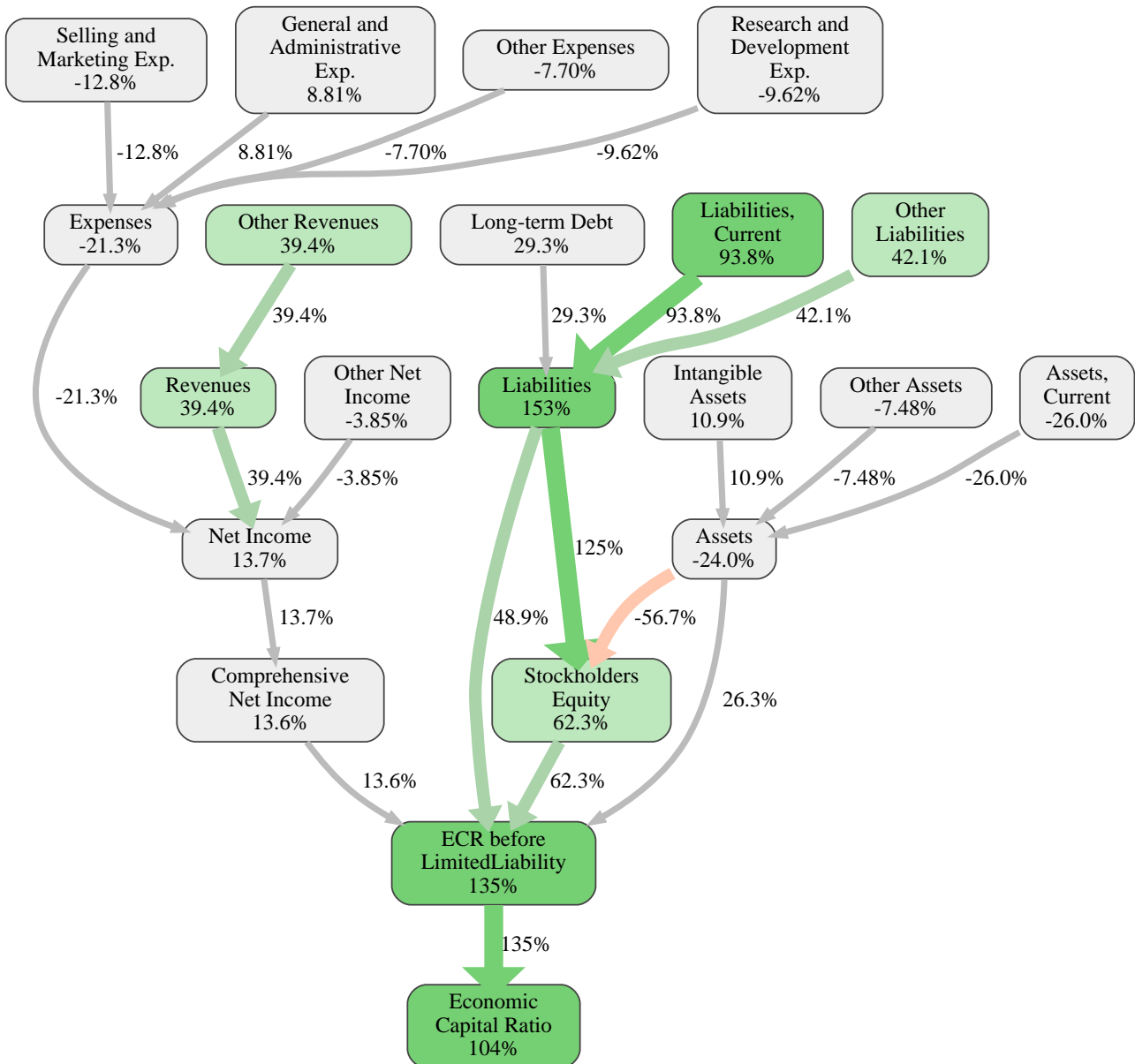


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# SERVICES-PREPACKAGED SOFTWARE 2012



## AVID Technology INC Rank 40 of 139





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The relative strengths and weaknesses of AVID Technology INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of AVID Technology INC compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 153% points. The greatest weakness of AVID Technology INC is the variable Assets, Current, reducing the Economic Capital Ratio by 26% points.

The company's Economic Capital Ratio, given in the ranking table, is 483%, being 104% points above the market average of 379%.

Input Variable	Value in 1000 USD
Assets, Current	272,634
Assets, Noncurrent	11,568
General and Administrative Exp.	57,851
Intangible Assets	264,922
Liabilities, Current	157,723
Long-term Debt	0
Other Assets	0
Other Compr. Net Income	0
Other Expenses	341,888
Other Liabilities	27,885
Other Net Income	-15
Other Revenues	677,936
Property, Plant and Equipment, Net	53,487
Research and Development Exp.	118,108
Selling and Marketing Exp.	183,865

Output Variable	Value in 1000 USD
Liabilities	185,608
Assets	602,611
Expenses	701,712
Revenues	677,936
Stockholders Equity	417,003
Net Income	-23,791
Comprehensive Net Income	-23,791
BaseVar	1,083,941
ECR before LimitedLiability	343%
Economic Capital Ratio	483%