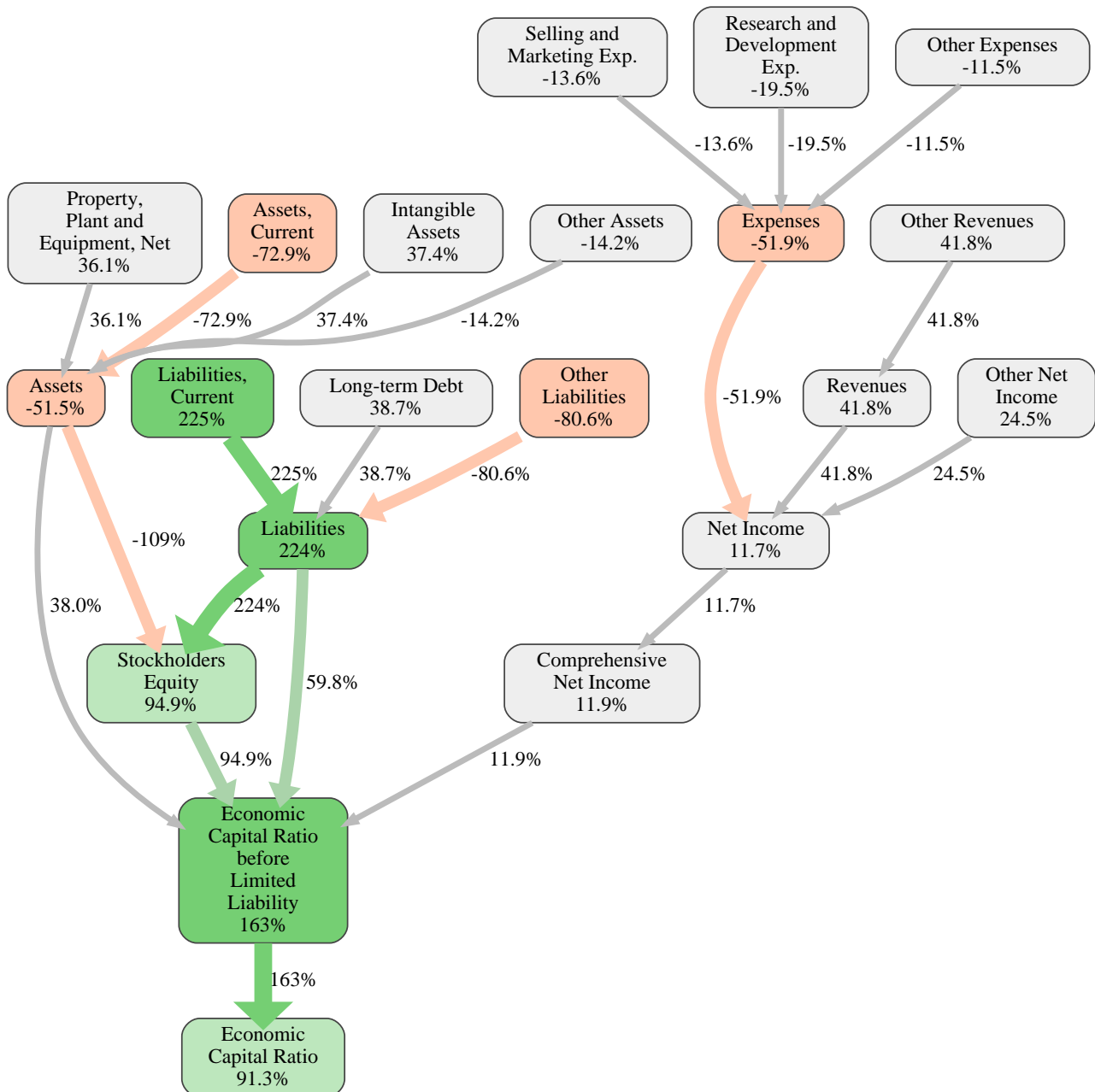




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The relative strengths and weaknesses of Immediatek INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Immediatek INC compared to the market average is the variable Liabilities, Current, increasing the Economic Capital Ratio by 225% points. The greatest weakness of Immediatek INC is the variable Other Liabilities, reducing the Economic Capital Ratio by 81% points.

The company's Economic Capital Ratio, given in the ranking table, is 436%, being 91% points above the market average of 344%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	556	Liabilities	1,015
Assets, Noncurrent	21	Assets	2,795
General and Administrative Exp.	926	Expenses	4,571
Intangible Assets	1,522	Revenues	3,252
Liabilities, Current	0	Stockholders Equity	1,781
Long-term Debt	0	Net Income	-685
Other Assets	0	Comprehensive Net Income	-685
Other Compr. Net Income	0	Economic Capital Ratio before Limited Liability	273%
Other Expenses	1,769	Economic Capital Ratio	436%
Other Liabilities	1,015		
Other Net Income	634		
Other Revenues	3,252		
Property, Plant and Equipment, Net	696		
Research and Development Exp.	894		
Selling and Marketing Exp.	981		