

AVID TECHNOLOGY INC
 Form 4
 November 03, 2005

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549**

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
KRALL DAVID

(Last) (First) (Middle)

19720 THREE OAKS WAY

(Street)

SARATOGA, CA 95070

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

AVID TECHNOLOGY INC [AVID]

3. Date of Earliest Transaction (Month/Day/Year)

11/01/2005

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)

President & CEO

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	11/01/2005		M	A	\$ 15.625	39,356	D
Common Stock	11/01/2005		M	A	\$ 15.625	43,080	D
Common Stock	11/01/2005		M	A	\$ 19	48,080	D
Common Stock	11/01/2005		M	A	\$ 16.5	50,580	D
Common Stock	11/01/2005		M	A	\$ 11.375	56,205	D

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Common Stock	11/01/2005	M	31,250	A	\$ 9.96	87,455	D
Common Stock	11/01/2005	S	200	D	\$ 49.52	87,255	D
Common Stock	11/01/2005	S	100	D	\$ 49.51	87,155	D
Common Stock	11/01/2005	S	24,700	D	\$ 49.5	62,455	D
Common Stock	11/01/2005	S	500	D	\$ 49.47	61,955	D
Common Stock	11/01/2005	S	100	D	\$ 49.43	61,855	D
Common Stock	11/01/2005	S	100	D	\$ 49.41	61,755	D
Common Stock	11/01/2005	S	500	D	\$ 49.4	61,255	D
Common Stock	11/01/2005	S	200	D	\$ 49.38	61,055	D
Common Stock	11/01/2005	S	100	D	\$ 49.37	60,955	D
Common Stock	11/01/2005	S	400	D	\$ 49.34	60,555	D
Common Stock	11/01/2005	S	100	D	\$ 49.33	60,455	D
Common Stock	11/01/2005	S	100	D	\$ 49.32	60,355	D
Common Stock	11/01/2005	S	800	D	\$ 49.31	59,555	D
Common Stock	11/01/2005	S	800	D	\$ 49.3	58,755	D
Common Stock	11/01/2005	S	300	D	\$ 49.27	58,455	D
Common Stock	11/01/2005	S	2,250	D	\$ 49.26	56,205	D
Common Stock	11/01/2005	S	18,750	D	\$ 49.25	37,455	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Underlying Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title
Incentive Stock Option (right to buy)	\$ 15.625	11/01/2005		M	1,901	06/17/1997 04/01/2007	Common Stock
Non-qualified Stock Option (right to buy)	\$ 15.625	11/01/2005		M	3,724	06/17/1997 04/01/2007	Common Stock
Incentive Stock Option (right to buy)	\$ 19	11/01/2005		M	5,000	12/22/1996 12/22/2005	Common Stock
Incentive Stock Option (right to buy)	\$ 16.5	11/01/2005		M	2,500	02/21/1997 02/21/2006	Common Stock
Non-qualified Stock Option (right to buy)	\$ 11.375	11/01/2005		M	5,625	10/25/2000 04/25/2010 ⁽¹⁾	Common Stock
Non-qualified Stock Option (right to buy)	\$ 9.96	11/01/2005		M	31,250	02/28/2002 08/30/2011	Common Stock

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KRALL DAVID 19720 THREE OAKS WAY SARATOGA, CA 95070	X		President & CEO	

Signatures

David A. Krall 11/03/2005

**Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) 25% of the option becomes exercisable on the date listed in the "Date Exercisable" column; the remaining 75% becomes exercisable in three equal six month installments thereafter.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.