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)
__X__ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
President & CEO

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	11/01/2005		M		1,901	A	$ 15.625	39,356	D	
Common Stock	11/01/2005		M		3,724	A	$ 15.625	43,080	D	
Common Stock	11/01/2005		M		5,000	A	$ 19	48,080	D	
Common Stock	11/01/2005		M		2,500	A	$ 16.5	50,580	D	
Common Stock	11/01/2005		M		5,625	A	$ 11.375	56,205	D	

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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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 Am Underlying Sec (Instr. 3 and 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	A o N o
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.

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