
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 14A INFORMATION

**Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934**

Filed by the Registrant ☒

Filed by a Party other than the Registrant ☐

Check the appropriate box:

- ☐ Preliminary Proxy Statement
- ☐ Confidential, for use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- ☐ Definitive Proxy Statement
- ☒ Definitive Additional Materials
- ☐ Soliciting Materials Pursuant to sec. 240.14a-12

Avid Technology, Inc.

(Exact Name of Registrant as Specified in Its Charter)

Payment of Filing Fee (Check the appropriate box):

- ☒ No fee required.
 - ☐ Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.1
 - (1) Title of each class of securities to which transaction applies:
 - (2) Aggregate number of securities to which transaction applies:
Per unit or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
 - (3) Proposed maximum aggregate value of transaction:
 - (5) Total fee paid:
 - ☐ Fee paid previously with preliminary materials.
Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
 - ☐
 - (1) Amount Previously Paid:
 - (2) Form, Schedule or Registration Statement No.:
 - (3) Filing Party:
 - (4) Date Filed:
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AVID TECHNOLOGY, INC.

**SUPPLEMENT TO
NOTICE OF THE 2020 ANNUAL MEETING OF SHAREHOLDERS
AND PROXY STATEMENT
DATED MARCH 20, 2020**

This supplement (the “Supplement”) provides updated information with respect to the 2020 Annual Meeting of Stockholders (the “Annual Meeting”) of Avid Technology, Inc. (“Avid”) to be held on April 30, 2020. On March 20, 2020, Avid began notifying its stockholders of the availability of its Notice of 2020 Annual Meeting of Stockholders and Definitive Proxy Statement (the “Notice and Proxy Statement”) for the Annual Meeting. **Please read this Supplement carefully in conjunction with the Notice and Proxy Statement.**

**NOTICE OF CHANGE OF LOCATION
OF ANNUAL MEETING OF STOCKHOLDERS
TO BE HELD ON APRIL 30, 2020**

In an effort to support the health and wellbeing of our stockholders, employees, directors and communities, in light of the developments regarding the COVID-19 pandemic, NOTICE IS HEREBY GIVEN that the Annual Meeting to be held on April 30, 2020 at 8:30 a.m. Eastern Time, will be held in a virtual format only. Stockholders will not be able to attend the Annual Meeting in person.

As described in the Notice and Proxy Statement, stockholders at the close of business on the record date, March 3, 2020, are entitled to participate in the Annual Meeting. Stockholders can attend the Annual Meeting at www.virtualshareholdermeeting.com/AVID2020. To be admitted to the Annual Meeting, stockholders must enter the 16-digit voting control number found on their proxy card, voting instruction form, notice of internet availability of proxy materials, or email previously received. Stockholders may vote during the Annual Meeting by following the instructions available on the website during the meeting.

Whether or not stockholders plan to participate in the virtual-only Annual Meeting, Avid urges all stockholders to vote and submit their proxies in advance of the meeting by one of the methods described in the proxy materials for the Annual Meeting. The materials included with the Notice and Proxy Statement previously made available to stockholders will not be updated to reflect the change to a virtual-only meeting and may continue to be used to vote shares in connection with the Annual Meeting.

By Order of the Board of Directors,



Alessandra Melloni
Corporate Secretary

The Annual Meeting on April 30, 2020 at 8:30 a.m. Eastern Time is available at www.virtualshareholdermeeting.com/AVID2020. The proxy statement and Annual Report are available on our Investor Relations website at <http://ir.avid.com>. Additionally, you may access our proxy materials at www.proxyvote.com.