

☐ Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person* <u>KRALL DAVID</u> (Last) (First) (Middle) <u>19720 THREE OAKS WAY</u> (Street) <u>SARATOGA CA 95070</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>AVID TECHNOLOGY INC [AVID]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>President & CEO</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>11/01/2005</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	
	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> 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	

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 Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date					
									Amount or Number of Shares				

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 Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Incentive Stock Option (right to buy)	\$15.625	11/01/2005		M			1,901	06/17/1997	04/01/2007	Common Stock	1,901	\$0	0	D	
Non-qualified Stock Option (right to buy)	\$15.625	11/01/2005		M			3,724	06/17/1997	04/01/2007	Common Stock	3,724	\$0	0	D	
Incentive Stock Option (right to buy)	\$19	11/01/2005		M			5,000	12/22/1996	12/22/2005	Common Stock	5,000	\$0	0	D	
Incentive Stock Option (right to buy)	\$16.5	11/01/2005		M			2,500	02/21/1997	02/21/2006	Common Stock	2,500	\$0	0	D	
Non-qualified Stock Option (right to buy)	\$11.375	11/01/2005		M			5,625	10/25/2000	04/25/2010 ⁽¹⁾	Common Stock	5,625	\$0	55,954	D	
Non-qualified Stock Option (right to buy)	\$9.96	11/01/2005		M			31,250	02/28/2002	08/30/2011	Common Stock	31,250	\$0	0	D	

Explanation of Responses:

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.

Remarks:

David A. Krall

11/03/2005

** Signature of Reporting Person Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.