

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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>31 AVERY LANE</u> (Street) <u>ANDOVER MA 01810</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>AVID TECHNOLOGY INC [AVID]</u> 3. Date of Earliest Transaction (Month/Day/Year) <u>09/15/2004</u> 4. If Amendment, Date of Original Filed (Month/Day/Year)	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> 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
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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	09/15/2004		M		564	A	\$11.1875	38,019	D	
Common Stock	09/15/2004		M		16,936	A	\$11.375	54,955	D	
Common Stock	09/15/2004		M		12,500	A	\$9.96	67,455	D	
Common Stock	09/15/2004		S		500	D	\$43.86	66,955	D	
Common Stock	09/15/2004		S		700	D	\$43.85	66,255	D	
Common Stock	09/15/2004		S		800	D	\$43.84	65,455	D	
Common Stock	09/15/2004		S		500	D	\$43.83	64,955	D	
Common Stock	09/15/2004		S		1,000	D	\$43.8	63,955	D	
Common Stock	09/15/2004		S		1,800	D	\$43.76	62,155	D	
Common Stock	09/15/2004		S		800	D	\$43.75	61,355	D	
Common Stock	09/15/2004		S		200	D	\$43.74	61,155	D	
Common Stock	09/15/2004		S		2,200	D	\$43.73	58,955	D	
Common Stock	09/15/2004		S		300	D	\$43.68	58,655	D	
Common Stock	09/15/2004		S		300	D	\$43.65	58,355	D	
Common Stock	09/15/2004		S		1,800	D	\$43.62	56,555	D	
Common Stock	09/15/2004		S		2,400	D	\$43.61	54,155	D	
Common Stock	09/15/2004		S		400	D	\$43.58	53,755	D	
Common Stock	09/15/2004		S		200	D	\$43.55	53,555	D	
Common Stock	09/15/2004		S		200	D	\$43.52	53,355	D	
Common Stock	09/15/2004		S		600	D	\$43.51	52,755	D	
Common Stock	09/15/2004		S		15,300	D	\$43.5	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	(A)	(D)	Date Exercisable	Expiration Date	Title	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				
Non-Qualified Stock Option (right to buy)	\$11.1875	09/15/2004		M			564	01/29/1998 ⁽³⁾	01/29/2007	Common Stock	564	\$0	0	D	
Non-Qualified Stock Option (right to buy)	\$11.375	09/15/2004		M			16,936	05/09/2000 ⁽²⁾	11/09/2009	Common Stock	16,936	\$0	52,762	D	
Non-Qualified Stock Option (right to buy)	\$9.96	09/15/2004		M			12,500	02/28/2002 ⁽¹⁾	08/31/2011	Common Stock	12,500	\$0	37,500	D	

Explanation of Responses:

1. 12.5% of the option becomes exercisable on the date listed in the "Date Exercisable" column; the remaining 87.5% becomes exercisable in 42 equal monthly installments thereafter.
2. 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.
3. 25% of the option becomes exercisable on the date listed in the "Date Exercisable" column; the remaining 75% becomes exercisable in 12 equal quarterly installments beginning three months after the date listed in the "Date Exercisable" column.

Remarks:

David Krall
** Signature of Reporting Person

09/16/2004
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.