

Washington, D.C. 20549

OMB APPROVAL

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☐ 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

<p>1. Name and Address of Reporting Person*</p> <p><u>BENTIVEGNA JOSEPH</u></p> <hr/> <p>(Last) (First) (Middle)</p> <hr/> <p>(Street)</p> <hr/> <p>(City) (State) (Zip)</p>	<p>2. Issuer Name and Ticker or Trading Symbol</p> <p><u>AVID TECHNOLOGY INC</u> [<u>AVID</u>]</p> <hr/> <p>3. Date of Earliest Transaction (Month/Day/Year)</p> <p><u>07/23/2003</u></p>	<p>5. Relationship of Reporting Person(s) to Issuer (Check all applicable)</p> <table border="0"> <tr> <td>Director</td> <td>10% Owner</td> </tr> <tr> <td><input checked="" type="checkbox"/> Officer (give title below)</td> <td><input type="checkbox"/> Other (specify below)</td> </tr> <tr> <td colspan="2"><u>VP of Video Development &</u></td> </tr> </table>	Director	10% Owner	<input checked="" type="checkbox"/> Officer (give title below)	<input type="checkbox"/> Other (specify below)	<u>VP of Video Development &</u>	
Director	10% Owner							
<input checked="" type="checkbox"/> Officer (give title below)	<input type="checkbox"/> Other (specify below)							
<u>VP of Video Development &</u>								
	<p>4. If Amendment, Date of Original Filed (Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing (Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p><input type="checkbox"/> Form filed by More than One Reporting Person</p>						

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	07/23/2003		M		1,250	A	11.375	6,259	D	
Common Stock	07/23/2003		M		8,750	A	10.4375	15,009	D	
Common Stock	07/23/2003		S		100	D	42.38	14,009	D	
Common Stock	07/23/2003		S		1,100	D	42.37	13,809	D	
Common Stock	07/23/2003		S		1,800	D	42.36	12,009	D	
Common Stock	07/23/2003		S		400	D	42.35	11,609	D	
Common Stock	07/23/2003		S		400	D	42.34	11,209	D	
Common Stock	07/23/2003		S		1,000	D	42.3	10,209	D	
Common Stock	07/23/2003		S		100	D	42.28	10,109	D	
Ciommon Stock	07/23/2003		S		900	D	42.27	9,209	D	
Common Stock	07/23/2003		S		812	D	42.26	8,397	D	
Common Stock	07/23/2003		S		100	D	42.25	8,297	D	
Common Stock	07/23/2003		S		300	D	42.24	7,997	D	
Common Stock	07/23/2003		S		100	D	42.23	7,897	D	
Common Stock	07/23/2003		S		200	D	42.21	7,697	D	
Common Stock	07/23/2003		S		188	D	42.2	7,509	D	
Common Stock	07/23/2003		S		500	D	42.19	7,009	D	
Comon Stock	07/23/2003		S		100	D	42.18	6,909	D	
Common Stock	07/23/2003		S		200	D	42.17	6,709	D	
Common Stock	07/23/2003		S		800	D	42.15	5,909	D	
common Stock	07/23/2003		S		600	D	42.14	5,309	D	
Common Stock	07/23/2003		S		200	D	42.12	5,109	D	
Common Stock	07/23/2003		S		100	D	42.11	5,009	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)
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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)	Code	V	(A)	(D)	Date Exercisable (Month/Day/Year)	Expiration Date	Title	Amount or Number of Shares	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)
Non-Qualified Stock Option (right to buy)	11.375	07/23/2003		M			1,250	05/09/2000 ⁽²⁾	11/09/2009	Common Stock	1,250	\$0	3,750	D	
Non-Qualified Stok Option (right to buy)	10.4375	07/23/2003		M			8,750	01/17/2001 ⁽¹⁾	07/17/2010	Common Stock	8,750	\$0	6,250	D	

Explanation of Responses:

- 12.5% of the option becomes execisable on the date listed in the "Date Exercisable" column; the remaining 87.5% vests is 42 monthly installments thereafter.
- 25 % of the option becomes exercisable on the date listed in the "Date Exercisable" column; the remaining 75% vest is in three equal bi annual installments.

[Joseph Bentivegna](#)

[07/24/2003](#)

** 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.