
**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:
 - (4) 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:
-
-



AVID TECHNOLOGY, INC.
75 NETWORK DRIVE
BURLINGTON, MA 01803

Your **Vote** Counts!

AVID TECHNOLOGY, INC.

2021 Annual Meeting
Vote by May 16, 2021
11:59 PM ET



D37232-P49544

You invested in AVID TECHNOLOGY, INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the stockholder meeting to be held on May 17, 2021.**

Get informed before you vote

View this Notice, Proxy Statement and Annual Report online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 3, 2021. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit www.ProxyVote.com, (2) call 1-800-579-1639 or (3) send an email to sendmaterial@proxyvote.com. If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit www.ProxyVote.com

Control #

Smartphone users

Point your camera here and vote without entering a control number



Vote Virtually at the Meeting*

May 17, 2021
10:30 a.m. ET

Virtually at:

www.virtualshareholdermeeting.com/AVID2021

*Please check the meeting materials for any special requirements for meeting attendance.

THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote on these important matters.

| Voting Items | Board Recommendations |
|--|--------------------------|
| 1. To elect all of the nominees listed below to serve until the Company's 2022 Annual Meeting of Stockholders. Nominees: | |
| 1a. Christian A. Asmar | ☑ For |
| 1b. Elizabeth M. Daley | ☑ For |
| 1c. Nancy Hawthorne | ☑ For |
| 1d. Michelle Munson | ☑ For |
| 1e. Daniel B. Silvers | ☑ For |
| 1f. John P. Wallace | ☑ For |
| 1g. Peter M. Westley | ☑ For |
| 2. To ratify the selection of BDO USA, LLP as the Company's independent registered public accounting firm for the current fiscal year. | ☑ For |
| 3. To approve an amendment to the Company's 2014 Stock Incentive Plan. | ☑ For |
| 4. To approve, by non-binding vote, executive compensation. | ☑ For |
| NOTE: If any other matters properly come before the meeting, the persons named by Avid as proxies herein will vote in their discretion. | |