

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

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

|  |  |   |   |
|--|--|---|---|
| 1. Name and Address of Reporting Person*<br><u>Lowenstein Richard M</u><br><br>(Last) (First) (Middle)<br><u>AVID TECHNOLOGY, INC.</u><br><u>75 NETWORK DRIVE</u><br><br>(Street)<br><u>BURLINGTON MA</u> <u>01803</u><br><br>(City) (State) (Zip) | 2. Date of Event Requiring Statement (Month/Day/Year)<br><u>10/29/2014</u> | 3. Issuer Name and Ticker or Trading Symbol<br><u>AVID TECHNOLOGY, INC. [ AVID ]</u>  |   |
|  |  | 4. Relationship of Reporting Person(s) to Issuer (Check all applicable)<br><br>Director 10% Owner<br><input checked="" type="checkbox"/> Officer (give title below) Other (specify below)<br><u>SVP, Avid Global Services</u> | 5. If Amendment, Date of Original Filed (Month/Day/Year)  |
|  |  |   | 6. Individual or Joint/Group Filing (Check Applicable Line)<br><br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><br>Form filed by More than One Reporting Person |
|  |  |   |   |

| Table I - Non-Derivative Securities Beneficially Owned |   |  |   |
|--|---|--|---|
| 1. Title of Security (Instr. 4)                        | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
| Common Stock   | 30,000 <sup>(1)</sup>                                 | D  |   |

| Table II - Derivative Securities Beneficially Owned<br>(e.g., puts, calls, warrants, options, convertible securities) |   |                 |   |                            |  |  |   |
|---|---|-----------------|---|----------------------------|--|--|---|
| 1. Title of Derivative Security (Instr. 4)  | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) |                 | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) |                            | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|   | Date Exercisable  | Expiration Date | Title   | Amount or Number of Shares |  |  |   |

Explanation of Responses:

1. Shares of Common Stock representing a restricted stock unit award that will vest on a time-based schedule as follows: 33.33% of the shares vest on February 12, 2015 and the remaining 66.66% of the shares vest in equal 8.25% installments every three months until February 12, 2017, provided the Reporting Person is still employed by the Company on each such vesting date. Each restricted stock unit represents a contingent right to receive one share of AVID common stock. This award includes a provision for the withholding of shares by the Issuer to pay the withholding taxes due on each vesting date.

Remarks:

/s/ John S. LaMountain as  
Attorney-in-Fact for Richard 11/06/2014  
M. Lowenstein

\*\* 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 5 (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.