

REID CAROL L  
Form 4  
November 02, 2004

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
REID CAROL L

(Last) (First) (Middle)  
12 DURHAM DRIVE  
(Street)

ANDOVER, MA 01810

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

AVID TECHNOLOGY INC [AVID]

3. Date of Earliest Transaction (Month/Day/Year)  
10/29/2004

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
VP & Corporate Controller

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	10/29/2004		M	1,250 A \$ 12.8	2,525	D	
Common Stock	10/29/2004		M	1,250 A \$ 14.13	3,775	D	
Common Stock	10/29/2004		M	742 A \$ 22.01	4,517	D	
Common Stock	10/29/2004		M	1,250 A \$ 21.17	5,767	D	
Common Stock	10/29/2004		M	508 A \$ 22.01	6,275	D	

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Common Stock	10/29/2004	M	1,417	A	\$ 42.91	7,692	D
Common Stock	10/29/2004	S	217	D	\$ 52.89	7,475	D
Common Stock	10/29/2004	S	1,000	D	\$ 52.85	6,475	D
Common Stock	10/29/2004	S	5,200	D	\$ 52.8	1,275	D

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

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(9-02)

**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 Underlying Security (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Incentive Stock Option (right to buy)	\$ 12.8	10/29/2004		M	1,250	10/17/2001 <sup>(1)</sup> 04/17/2011	Common Stock	
Incentive Stock Option (right to buy)	\$ 14.13	10/29/2004		M	1,250	09/06/2002 <sup>(1)</sup> 03/06/2012	Common Stock	
Incentive Stock Option (right to buy)	\$ 22.01	10/29/2004		M	742	07/10/2003 <sup>(1)</sup> 01/10/2013	Common Stock	
Non-Qualified Stock Option (right to buy)	\$ 21.17	10/29/2004		M	1,250	07/13/2003 <sup>(1)</sup> 01/13/2013	Common Stock	
Non-Qualified Stock Option (right to buy)	\$ 22.01	10/29/2004		M	508	07/10/2003 <sup>(1)</sup> 01/10/2013	Common Stock	
	\$ 42.91	10/29/2004		M	1,417	08/10/2004 <sup>(1)</sup> 02/10/2014		

Non-Qualified  
 Stock Option  
 (right to buy)

Common  
 Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
REID CAROL L 12 DURHAM DRIVE ANDOVER, MA 01810			VP & Corporate Controller	

## Signatures

Carol L. Reid	11/02/2004
<small>**Signature of                      Reporting Person</small>	<small>Date</small>

## Explanation of Responses:

- \* 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).
- (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.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.