

KRALL DAVID  
Form 4  
August 02, 2007

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
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).

**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 \*  
**KRALL DAVID**

(Last) (First) (Middle)

19720 THREE OAKS WAY

(Street)

SARATOGA, CA 95070

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

**AVID TECHNOLOGY INC [AVID]**

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

07/31/2007

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)

President & CEO

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 or Price (D)		
Common Stock	07/31/2007			F	2,003 (1)	D	\$ 93,346
Common Stock	07/31/2007			F	3,216 (2)	D	\$ 90,130
Common Stock	07/31/2007			D	38,213 (3)	D	\$ 0 51,917

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

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SEC 1474 (9-02)

number.

**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 Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned (Instr. 5)
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KRALL DAVID 19720 THREE OAKS WAY SARATOGA, CA 95070	X		President & CEO	

## Signatures

David Krall 08/01/2007

\*\*Signature of Reporting Person

Date

## 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) Represents shares withheld to satisfy tax withholding obligations upon the vesting, pursuant to the reporting person's Executive Employment Agreement (the "Employment Agreement"), dated July 24, 2002, with Avid Technology, Inc. (the "Company") in connection with his resignation from the Company effective July 31, 2007, on his resignation date of 25% of the restricted stock units awarded to the reporting person on March 9, 2006. The Restricted Stock Unit Agreement pursuant to which the restricted stock units were awarded provides for the automatic withholding of shares to satisfy the withholding tax liability on each vesting date.

(2) Represents shares withheld to satisfy tax withholding obligations upon the vesting, pursuant to the reporting person's Employment Agreement in connection with his resignation from the Company effective July 31, 2007, on his resignation date of 25% of the restricted stock units awarded to the reporting person on February 23, 2007. The Restricted Stock Unit Agreement pursuant to which the restricted stock units were awarded provides for the automatic withholding of shares to satisfy the withholding tax liability on each vesting date.

(3) Represents invested shares subject to restricted stock unit awards forfeited as a result of the reporting person's resignation from the Company effective July 31, 2007.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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