

AVID TECHNOLOGY INC

Form 4

August 18, 2006

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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 *
LENEHAN PAMELA F

(Last) (First) (Middle)

22 PHEASANT LANDING ROAD

(Street)

NEEDHAM, MA 02492

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
AVID TECHNOLOGY INC [AVID]

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

08/16/2006

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)

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Common Stock	08/16/2006		P		2,500 A \$ 37.5	2,500	D
Common Stock	08/16/2006		P		925 A \$ 37.56	3,425	D
Common Stock	08/16/2006		P		900 A \$ 37.57	4,325	D
Common Stock	08/16/2006		P		90 A \$ 37.59	4,415	D
Common Stock	08/16/2006		P		775 A \$ 37.6	5,190	D
	08/16/2006		P		500 A \$ 37.61	5,690	D

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Common Stock								
Common Stock	08/16/2006		P	1,810	A	\$ 37.6105	7,500	D
Common Stock	08/16/2006		P	2,500	A	\$ 37.67	10,000	D
Common Stock	08/16/2006		P	987	A	\$ 37.68	10,987	D
Common Stock	08/16/2006		P	500	A	\$ 37.7	11,487	D
Common Stock	08/16/2006		P	948	A	\$ 37.7111	12,435	D
Common Stock	08/16/2006		P	65	A	\$ 37.72	12,500	D
Common Stock	08/17/2006		P	100	A	\$ 38.5	12,600	D
Common Stock	08/17/2006		P	900	A	\$ 38.7044	13,500	D
Common Stock	08/17/2006		P	800	A	\$ 38.7475	14,300	D
Common Stock	08/17/2006		P	400	A	\$ 38.79	14,700	D
Common Stock	08/17/2006		P	300	A	\$ 38.81	15,000	D

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

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 control number.

SEC 1474
(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 Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 6)
					Code V (A) (D)				
							Title		

Date	Expiration	Amount
Exercisable	Date	or
		Number
		of
		Shares

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LENEHAN PAMELA F 22 PHEASANT LANDING ROAD NEEDHAM, MA 02492	X			

Signatures

Pamela Lenehan 08/17/2006

__Signature of Date
Reporting Person

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).

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.