



Avid Technology, Inc.






AVID NASDAQ

Computer Hardware

Market Capitalization USD:

\$298.27 mm

CONCERN LEVEL: HIGH

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance. 
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years. 
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group. 
- 7 The company's dilution from equity incentives is 10 percent or less. 
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

CEO: Gary G. Greenfield

Age: 57

CEO Since: 2007

	2009	2010	2011
Base Salary	\$882,692	\$939,600	\$936,000
Discretionary Bonus	\$0	\$400,000	\$0
Annual Cash Incentive	\$0	\$690,406	\$398,248
Benefits and Perquisites	\$322,428	\$14,018	\$13,154
TOTAL ANNUAL COMPENSATION	\$1,205,120	\$2,044,024	\$1,347,402
Increase in Post-Retirement Benefits	\$0	\$0	\$0
Stock Option Awards	\$0	\$1,197,749	\$0
Stock Awards	\$0	\$1,048,500	\$3,507,525
TOTAL COMPENSATION	\$1,205,120	\$4,290,273	\$4,854,927
Median of Other Named Executive Officers Total Compensation	\$1,109,232	\$1,547,918	\$2,278,715
Value Realized on Exercise of Stock Option	\$0	\$0	\$0
Value Realized on Vesting of Stock	\$603,500	\$365,063	\$355,938
TOTAL REALIZED EQUITY COMPENSATION	\$603,500	\$365,063	\$355,938

Proxy Date: 30 Mar 2012

Annual Meeting Date: 15 May 2012

Equity Reserves: 26.52%

Stock Option Run Rate: 2.99%

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Performance Comparison

■ S&P500 ■ Industry ■ AVID



Peer Comparisons (TRBC) =Computer Hardware

Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
AVID	Avid Technology, Inc.	\$1,205,120	\$4,290,273	\$4,854,927	\$298,272,749
SCSC	ScanSource, Inc.	\$3,623,024	\$3,529,900		\$802,023,604
SYNA	Synaptics Incorporated	\$3,352,891	\$3,707,845		\$768,536,119
DDD	3D Systems Corporation	\$1,225,732	\$2,847,699	\$2,728,038	\$706,046,536
NSIT	Insight Enterprises, Inc.	\$6,207,836	\$5,654,592	\$3,044,685	\$685,785,815
STEC	STEC, Inc.	\$2,592,857	\$2,823,444	\$2,162,644	\$523,837,470
SMCI	Super Micro Computer, Inc.	\$506,802	\$299,408	\$1,404,350	\$505,277,312

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

Pay Peer Group

Autodesk, Inc., Cadence Design Systems, Inc., Dolby Laboratories, Inc., Harmonic Inc., Imation Corp., Mentor Graphics Corporation, National Instruments Corporation, Novell, Inc., Parametric Technology Corporation, Quantum Corporation, RealNetworks, Inc., Sybase, Inc., Synopsys, Inc., THQ Inc., Zoran Corporation.

Performance Peer Group

NA

COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
Robert M. Bakish	Chairman	48	Male	3	Outside
David B. Mullen	Member	61	Male	3	Outside
Elizabeth Monk Dalev	Member	69	Female	7	Outside
Louis Hernandez	Member	45	Male	4	Outside