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## 12 Inch Design releases PowerBlox Unit 02

*PowerBlox Unit 02 is the second volume in 12 Inch Design's award-winning royalty free toolkit product line.*

Phoenix, Arizona — April 18, 2005 — 12 Inch Design announced the launch of PowerBlox Unit 02, a general purpose toolkit for editors containing more than 280 motion design elements. PowerBlox is available in NTSC and PAL.

PowerBlox Unit 02 includes 40 animated lower thirds, 20 full screen transitions, 10 keyable animated globes, and hundreds of motion design elements. As with every 12 Inch Design product, all elements are provided in industry standard QuickTime format. Individual elements are also available for download via the 12 Inch Design website.

Nicholas Napp, Vice President of Sales and Marketing, says “PowerBlox Unit 01 has been one of our most popular products to date. The initial response to PowerBlox Unit 02 has been fantastic”.

Tony Stutterheim, President of 12 Inch Design, adds “PowerBlox is a great add-on for any motion graphics library. Unit 02 continues to deliver on 12 Inch Design's commitment to providing flexible tools that save an editor time and money”.

Amy King, Director of Motion Graphics for Mind Over Media, has been a 12 Inch Design customer since the company's launch in 2002. Says King, “When I create projects for major clients like Lockheed Martin, they love the speed with which I can deliver quality work and the unique look I can create. 12 Inch Design products are integral to keeping my clients happy.”

### ***Pricing and Availability***

PowerBlox Unit 02 is available immediately in NTSC and PAL. Individual volumes are priced at \$299 (NTSC & PAL). Combo packs and bundle pricing is also available.

### ***About 12 Inch Design***

12 Inch Design creates high quality, royalty free motion graphics for video and post-production. Our products include the critically acclaimed ProductionBlox Motion Graphics library, the PowerBlox Toolkit for Editors, ThemeBlox precision toolkits and LiveTypeCentral.com, the worlds largest library of content for LiveType.

The company's founders have more than 20 years of production experience creating content for domestic and international TV networks, Fortune 500 conglomerates, international events and many other businesses. Their work has aired on ABC, CBS, Fox, NBC, WB, A&E, Discovery Channel, MTV, the BBC, Channel Four and other networks around the globe. Our award winning artists and editors have produced content for events such as the Nagano

Winter Olympics and companies such as Acura, Steven Spielberg's Amblin Entertainment, DDB Needham, Hasbro Toys, MCA/Universal and Microsoft.

12 Inch Design products have been used in the 2005 Grammy® awards, national commercials and movie trailers. Our products are used by leading companies such as Access Hollywood, Adventure Christian Church, Comcast, EWTN, Fox Television Stations, The Gallup Organization, Raytheon Technical Services, Riot Atlanta, Saatchi & Saatchi, Trailer Park TV, United Airlines, United States Secret Service, University of Colorado, Warner Bros. Animation and many more

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