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12 Inch Design Launches RocketClips DV Stock Footage Library

Strategic partnership with RocketClips delivers high quality affordable video stock footage.

Phoenix, Arizona — April 18, 2005 — 12 Inch Design announced the launch of RocketClips, a DV format stock footage library. RocketClips footage is fresh, easily manageable and all digitally sourced.

Each volume in the RocketClips library contains 400 clips and four volumes are currently available. Volume 01: Stock Essentials contains a broad range of clips covering many topics from nature shots to extreme sports to people in situations. Volumes 02, 03 and 04 are themed. Volume 02: Exercise and Fitness contains a range of health and fitness related clips, Volume 03: Business People contains a variety of clips showing people in business related situations. Volume 04: Couples and Relationships features couples of all ages in various situations. All material is provided royalty free and fully model released. All clips are provided in QuickTime DV format on DVD-ROM.

Tony Stutterheim, President of 12 Inch Design, says “The quality of RocketClips footage is superb. The RocketClips team have many years of experience shooting stock footage, so every shot is well lit, nicely focused and well composed. The library offers great value at an excellent price”.

Nicholas Napp, Vice President of Sales and Marketing, adds “Many of our customers had asked if we would offer stock footage, but it was important to us to deliver a quality product at a good price point. Our primary business is motion graphics, so shooting our own footage would be a huge distraction for us. RocketClips is a great addition to the 12 Inch Design product family”.

RocketClips was founded by Mark Adams in 2000. Mr Adams has more than 20 years of experience shooting stock footage and is a graduate of Art Center College of Design in Pasadena.

Pricing and Availability

RocketClips Volume 01, 02, 03 and 04 are available immediately. Individual volumes are priced at \$499 (NTSC), \$599 (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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