

For Immediate Release



NAB 2003 Booth # SL1437

12 Inch Design Launches at NAB 2003, Las Vegas, April 7-10, 2003

Company launches with new product line at NAB 2003

Phoenix, Arizona—March 7th, 2003— Tony Stutterheim and Nicholas Napp announced the launch of their new company, 12 Inch Design. Founded to create tools for video and post production professionals, 12 Inch Design builds upon Stutterheim and Napp's experience in production and product development, which spans more than 25 years.

Stutterheim's prior roles and credits include General Manager and Vice President of Steven Spielberg's Amblin Imaging, President of Rainbow Studios Animation Division, an honor from the Academy of Television Arts & Sciences for Visual Effects, more than a hundred hours of animated and live action production, and numerous directing and editing credits. Stutterheim was also the author of two commercially available software applications; Wavemaker and Scene Machine. These packages have been popular tools for creating motion graphics and flying logos and were recently acquired by a major provider of video and animation tools for incorporation into a popular 3D animation package.

Napp was previously the Vice President of Rainbow Studios Animation Division. His prior roles include numerous innovative product launches, such as the Lightscape rendering tool (acquired by Discreet and re-launched as Light) and more than eight years of product marketing and development.

“Our goal is to create tools we would use ourselves during production” says Tony Stutterheim, “That sounds simple, but you have to have years of experience in the trenches, staring a deadline in the face at 3am before you really know what will make the difference..” Napp adds, “The pressures on today's production professional are intense. Clients want more for less money in less time. Without tools that really help boost productivity, it's a losing battle. We are focused on providing tools that will give professionals a building block for their creativity while saving them time.”

Stutterheim and Napp have created 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. The team of artists and editors at 12 Inch Design has 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.

The company will launch its new product line at NAB 2003.

About 12 Inch Design

Based in Phoenix, AZ, the team at 12 Inch Design has more than 20 years of production and post-production experience creating content for domestic and international TV networks, Fortune 500 conglomerates, international events and many other businesses. Our 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.

For further information please contact:

*Nicholas Napp
Vice President, Sales & Marketing*

Email: pr@12inchdesign.com

Ph: 602 953 6650

Fx: 602 296 5580

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