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12 Inch Design announces launch of LiveTypeCentral.com

Company launches new product line and web site for users of LiveType, Final Cut Pro's title generation software

Phoenix, Arizona—November 18th, 2003—12 Inch Design announced the launch of a new library of content for users of LiveType, the amazing title generation tool included with Apple's Final Cut Pro 4 editing software. The new product line is available from www.LiveTypeCentral.com.

LiveTypeCentral™ is the first and only site to offer royalty free content of every type supported by LiveType. The online library includes a broad range of themed and general purpose backgrounds and objects, LiveType animated fonts (called LiveFonts), Effects Scripts and LiveType Templates. With the launch of LiveTypeCentral, 12 Inch Design has become the largest third party developer of LiveType content world-wide. All of the content is available in NTSC and PAL versions, except Effects scripts which are designed to work at either NTSC or PAL frame rates & resolutions.

12 Inch Design has been working closely with the LiveType team at Apple Computer, Inc. since June 2003. In August 2003, 12 Inch Design produced LiveType content that was distributed by Apple to attendees of workshops at WEVA 2003.

Tony Stutterheim, President of 12 Inch Design, says, "LiveType is a great titling application, and Apple is working hard to make sure that the Final Cut Pro user base continues to grow rapidly. We had an amazing response to the content we created for Apple at WEVA 2003, so we're looking forward to seeing the community's reaction to LiveTypeCentral." Stutterheim also noted that the LiveTypeCentral site differed from 12 Inch Design's flagship product line, ProductionBlox™, in that much of the content was themed, as opposed to general purpose.

The site launched with hundreds of items in many categories such as "Wedding & Events", "Sophisticated", and . New content will be added on a regular basis. Customers can choose to download their order as soon as it is placed, or choose the CustomDisc option during checkout, in which case they will receive their order on a custom CD or DVD-ROM.

The site also features an incremental discount based on the amount a customer spends, and a customer loyalty program called Club Typo. Members of Club Typo are entitled to discounts on every purchase, free LiveType content and useful tips & tricks. Membership in Club Typo is currently free to anyone visiting www.LiveTypeCentral.com.

Nicholas Napp, Vice President of 12 Inch Design, added “The content at LiveTypeCentral is priced very attractively for Professional Video Editors that need quality content. The ability to place an order and go straight to downloading your content will be invaluable to anyone working with a tight deadline, and in this industry that means almost everyone.”

Pricing & Availability

All of the content on the site is royalty free and in LiveType data format. LiveFonts are available in two versions, Gold for \$34.95, and Platinum for \$59.95. Platinum fonts are at significantly higher resolution than Gold fonts, and are therefore suitable for high definition or film resolution work. Both versions are available in NTSC and PAL frame-rates, and include a full complement of 127 characters. Textures, LiveType backgrounds, are available in NTSC and PAL format for \$29.95. Objects are priced from \$9.95 and are also available in NTSC or PAL frame-rates. Effects are \$4.95 each, \$19.95 for a 10 pack, or \$29.95 for a 20 pack. Templates are priced from \$9.95 and are available in NTSC and PAL formats.

Customers can download orders directly from LiveTypeCentral, or can choose to have their order shipped on CD or DVD-ROM.

Please visit www.LiveTypeCentral.com for more details.

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.

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