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12 Inch Design celebrates strong first year in business

One year from the company launch, 12 Inch Design has introduced multiple new product lines and taken leadership position in two key markets.

Phoenix, Arizona — April 19, 2004 — 12 Inch Design has seen rapid growth in all areas of its business since the company was launched at NAB 2003. In the past year, the company has introduced multiple new product lines and expanded the ProductionBlox motion graphics library from two volumes to six.

With the release of ProductionBlox Units 05 & 06 at NAB 2004, the company has taken a leadership position in royalty free HD motion graphics. At 240 clips and matching left, right and lower thirds, ProductionBlox is now the largest available library of royalty free HD motion graphics content.

NAB 2004 also sees the launch of PowerBlox Unit 01 in NTSC & PAL. PowerBlox is a royalty free toolkit for editors that includes hundreds of motion graphics elements, DVD menu templates and other useful content. PowerBlox is designed to complement any professional motion graphics library, such as the company's critically acclaimed product, ProductionBlox.

November 2003 saw the launch of LiveTypeCentral.com, the world's largest library of content created specifically for LiveType, Final Cut Pro 4's titling tool. LiveTypeCentral provides LiveFonts, Textures, Objects, Templates and Effects for LiveType users. The library of textures was recently expanded to 247 clips, all available for purchase and download directly from LiveTypeCentral.com

Tony Stutterheim, President of 12 Inch Design says, "When we founded 12 Inch Design, we wanted to use our experience in production to deliver quality products that were very usable. The response we've had from customers has been overwhelmingly positive."

Nicholas Napp, Vice President of 12 Inch Design, noted that the company has experienced strong growth in all areas of its business. Napp also stated the company will continue to aggressively deliver innovative new products and pursue strategic alliances with key vendors.

About ProductionBlox

ProductionBlox is a royalty free library of motion graphics (animated backgrounds, matching elements and more) for use by any video or post-production professional. Each volume in the library is called a Unit, and new Units containing all new content are released every 3 months.

Each individual Unit contains 35 full-screen looping animated backgrounds with matching static left, right and lower thirds. Each Unit also contains 5 looping animated mattes, called *CustoMattes*[™]. Static elements are provided in five variations (clean, blurred, drop shadow, blurred drop shadow and graduated transparency), all with alpha channel.

Every Unit is available in Standard Definition (which includes both PAL and NTSC) and High Definition (1080/24P). SD Units are priced at \$299. HD Units are priced at \$399. Units can be purchased individually, in specially priced Combo Packs, or by Annual Subscription.

About PowerBlox

PowerBlox Unit 01 includes more than 110 animated elements, 140 static elements and 50 DVD menus templates. The product includes numerous industry firsts, such as animated displays with After Effects corner pin tracking data. These elements allow an editor to quickly track video clips onto a fully 3D animated display, delivering expensive custom-looking 3D animation in minutes. Other innovations include plug-and-play DVD menu templates for Adobe Encore, DVD Studio Pro 2 and MyDVD formats. All of the menus and elements are also provided as Photoshop, TIFF, TGA and BMP files, guaranteeing compatibility with any professional DVD authoring software.

PowerBlox is available immediately and is priced at \$199 per volume. Every Unit is available in standard definition (NTSC & PAL).

About LiveTypeCentral

LiveType is Final Cut Pro 4's titling application, and LiveTypeCentral.com is the largest library of royalty free LiveType content in the world. The site provides high quality LiveFonts, textures, objects, templates and effects, all in LiveType data format and ready to use.

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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