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12 Inch Design takes leadership position in High Definition Motion Graphics marketplace with ProductionBlox™

With the release of Unit 05 & Unit 06, ProductionBlox becomes the largest royalty free HD motion graphics library in the world!

Phoenix, Arizona— April 14, 2004 —With the release of ProductionBlox Units 05 & 06, 12 Inch Design has taken the leadership position in the rapidly growing HD motion graphics market. With 240 clips and matching elements, the ProductionBlox library is the largest library of HD motion graphics content in the world.

In a move hailed as innovative by Videography magazine, 12 Inch Design delivers all ProductionBlox Units in 1080/24P as well as NTSC & PAL. All ProductionBlox content is mastered in 1080/24P and then recreated for standard definition formats. Each volume in the library, called a Unit, contains 35 full screen looping animations, matching left, right & lower thirds, and 5 animated mattes.

Tony Stutterheim, President of 12 Inch Design, says, “From day one, we made a commitment to high definition and now our customers can reap the benefits.” Stutterheim also noted the library’s ease of use due to the widespread support for QuickTime within the HD community.

Adds Nicholas Napp, Vice President of 12 Inch Design, “With our quarterly release schedule and 40 clips per volume, we expect to maintain our leadership over our competitors. And that’s great news for our customers.”

NAB 2004 marks the one year anniversary of the launch of ProductionBlox. In celebration, the company will be offering unbeatable deals on quality motion graphics bundles:

- All Six Volumes of the ProductionBlox HD Library for only \$1049.
- Any Three Volumes of the ProductionBlox HD Library for only \$749 (High Definition)

The company will also be offering special pricing on standard definition products.

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 gradiated transparency), all with alpha channel.

Every Unit also includes the unique ProductionBlox Catalog System™, a client and facility friendly catalog system that allows quick and easy previewing of the contents of each Unit. It includes a DVD-video catalog viewable with any DVD player, a web browser based preview and printable catalogs in Word and Acrobat formats.

Pricing & Availability

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. For further information, please visit the company's web site at www.12inchdesign.com.

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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