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12 Inch Design Announces Huge Content Update to LiveTypeCentral™

The worlds biggest library of content for Apple's LiveType titling software just got even bigger!

Phoenix, Arizona — April 15, 2004 — 12 Inch Design today announced a significant update to LiveTypeCentral.com, the company's popular site for users of LiveType, Final Cut Pro 4's titling application.

LiveTypeCentral was launched to critical acclaim and praise from the Final Cut Pro community in November 2003. At its launch, the site was the biggest library of LiveType content in the world, and was the first 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. All of the content on the site is provided in LiveType data format, so users of LiveType can easily download content via the internet and start working with it immediately. Every item is also available in NTSC and PAL versions, except Effects scripts which are designed to work at either NTSC or PAL frame rates & resolutions.

With this update, the library gains 152 new full screen looping textures and 72 new animated objects, all in NTSC and PAL formats. LiveTypeCentral now contains more than 270 textures, over 170 objects, 40 effects, 40 templates and 21 LiveFonts.

Nicholas Napp, Vice President of Sales and Marketing states "When we launched LiveTypeCentral we promised our customers regular new content, and that's a commitment we intend to keep. Sales have been brisk with a high level of repeat business, so customers clearly like what they see."

Napp also noted that 12 Inch Design was offering a number of NAB specials that are available from LiveTypeCentral until May 30th.

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. Animated background textures 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.

LiveTypeCentral 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 and available to anyone visiting www.LiveTypeCentral.com.

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

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, PowerBlox, and LiveTypeCentral.com, the worlds largest library of content for LiveType.

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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