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**NAB BOOTH SL 5818**

## 12 Inch Design introduces PowerBlox, a professional toolkit for editors

*New PowerBlox product complements any motion graphics library.*

Phoenix, Arizona— April 19, 2004 —12 Inch Design today announced the release of PowerBlox Unit 01 in NTSC & PAL. PowerBlox is a royalty free toolkit for editors that includes hundreds of motion graphics elements and other useful content. PowerBlox is designed to complement any professional motion graphics library, such as the company's critically acclaimed product, ProductionBlox.

Since the company's launch, 12 Inch Design has been reinventing the motion graphics marketplace with acclaimed and innovative high quality products. PowerBlox continues the trend with numerous industry firsts backed up by a huge library of indispensable content.

PowerBlox Unit 01 contains:

- 20 Animated Transitions. High quality full screen animated transitions that can be overlaid on top of any edit between two clips.
- 20 Animated Displays. **Industry first!** Unique 3D rendered objects that you can quickly add text or other graphic elements to
- 10 Corner Pin Animated Displays. **Industry first!** Animated Displays with After Effects corner pin tracking data. Simply load the supplied project file into After Effects and quickly track your own video clip onto the animated display. Corner pin displays deliver expensive custom-looking 3D animation in minutes.
- 7 Earth Content Animations. High quality, full screen looping animations of spinning globes, Includes stylized and realistic Earth renders, and two keyable globes.
- 10 Animated Simple Shapes. **Industry first!** Simple, animated and keyable, these items have hundreds of uses.
- 20 Animated Borders. Looping animated borders with alpha channel that can easily be combined with any video footage.
- 25 Moving Textures. **Industry first!** Looping grayscale animations, rendered at 800 x 600. Moving Textures are great for layering and blending, or using as "Matte To" objects
- 10 Sets of DVD Menu Templates (50 templates in total). When you need to quickly deliver a DVD, these will be a huge timesaver. **In an industry first**, plug-and-play menus are provided in 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.

- 30 Static Grids. High quality single frames with alpha channel. Can easily be combined with any video footage or motion graphics element.
- 35 Static Ramps. High quality single frames with alpha channel. Can be combined with Grids, or any other video element.
- 10 Static Patterns. High quality single frames with alpha channel. Great with any video element
- 65 Static Mattes. High quality single frame mattes with alpha channel. You will never need a new matte again! Combine them with other static elements in this volume for more than 500,000 possible different looks!

### ***Pricing & Availability***

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

### ***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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