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12 Inch Design remains committed to fresh new content, delivering Unit 05 & 06 of the ProductionBlox™ Motion Graphics Library

12 Inch Design is still the only company committed to delivering new volumes of motion graphics content every quarter.

Phoenix, Arizona— April 15, 2004 —12 Inch Design announced the release of Units 05 and 06, the fifth and sixth volume of the ProductionBlox motion graphics library. The release of these volumes brings the total library to 240 full screen looping animated backgrounds with matching left right and lower thirds. Unit 05 & 06 are both available immediately in NTSC & PAL or 1080/24P High Definition formats.

12 Inch Design is the only company in the industry to commit to delivering new volumes of content every three months. As part of the company's NAB promotions, Unit 06 is being delivered to customers ahead of schedule.

NAB 2004 is also a significant milestone for the company as it 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 Library, plus PowerBlox (**New for NAB**) for only \$549 (NTSC & PAL) or \$1049 (High Definition).
- Any Three Volumes of the ProductionBlox Library for only \$349 (NTSC & PAL) or \$749 (High Definition)

ProductionBlox continues to receive outstanding reviews from industry professionals. In his January 2004 review in Millimeter magazine, David Tecson, the President/Founder of Edgeworx, said, "The product has made it very simple to add a sophisticated look to a show or presentation... In general these will raise quality of work, especially for industrials, presentations, and shows with very tight budgets (and there's an increasing number of those)... ProductionBlox units are geared for editors and producers who need to achieve a high level of visual quality on a typically tight budget."

In Videosystems, January 2004, Jeff Sauer wrote, "asset libraries are generally very mixed bags, and that's where 12 Inch Design raises the bar... The Units are reliable building blocks that you can use rather than spending your time doing a necessary, but arguably tangential video production job... If you're an independent producer, or even a large studio, and you need to get work done efficiently, the economics make sense..."

Founded by production veterans Tony Stutterheim and Nicholas Napp, formerly the management team of Rainbow Studios Animation Division, 12 Inch Design's products are re-defining expectations in the motion graphics industry. The company is committed to delivering high quality products that meet the needs of video professionals around the globe.

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 gradated 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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