

FOR IMMEDIATE RELEASE



NAB 2003 Booth # SL1437

12 Inch Design launches ProductionBlox™ at NAB 2003  
– The Next Generation of Motion  
Graphics

*Robust new product offering targets video professionals*

Phoenix, Arizona—March 7<sup>th</sup>, 2003—12 Inch Design announces the worldwide launch of ProductionBlox, a library of motion graphics designed to meet the needs of video and post-production professionals.

***12 Inch Design (booth # SL 1437) will demonstrate ProductionBlox at NAB 2003 in Las Vegas, April 7-10, 2003.***

The ProductionBlox library consists of Units (individual releases) containing 35 Blox™ – full screen animated backgrounds with matching static left, right and lower thirds. In an industry first, Blox static elements are provided in four variations (clean, blurred, drop shadow and gradiated transparency), all with alpha channel. Each Unit also contains 5 CustoMattes™ and the unique ProductionBlox Catalog System™. New Units will be released on a quarterly basis, guaranteeing regular new content.

Michael Tew, Editor at Lab 601 in Atlanta says, "This product contains a great range of styles. The Blox are very cool and flexible. The ProductionBlox library is incredibly useful." Mike Hart, Owner of 5 Star Productions in Fort Smith adds, "Our editors love ProductionBlox! They're real easy to use and tweak. We're sold."

"In the fifteen years I've spent working in video and post production on projects for Fortune 500 clients and major networks, I've always looked for tools that save time but don't sacrifice creativity." says Tony Stutterheim, founder of 12 Inch Design. "Our new ProductionBlox library is an ideal addition to every video and postproduction facility. It offers the creative freedom they crave and the quality they demand."

***Features include:***

**Design Flexibility -- Ready to go, Easy to edit...** Every Unit contains a wide variety of styles, from simple to complex, and includes multiple matching elements. All animations

are seamlessly loopable, and every element is progressive scan, so no de-interlacing is ever required.

**Universal Compatibility -- Any system, Any where...** ProductionBlox are supported by all major NLE's, including Avid, Discreet, Final Cut Pro, Media 100 and many more. All animated backgrounds are supplied as industry standard QuickTime files, and all static elements are supplied in multiple formats for broad compatibility. Every Unit is available in PAL, NTSC and 1920x1080/24P Hi-Def formats.

**Highest Quality – Technical standards, Aesthetic ideals...** All Blox are created to conform to Industry standards as set forth by ITU-R BT.601 for NTSC and PAL and the ATSC for High Definition. Every Unit features lossless compression, resulting in smaller files with no loss in quality, and undergoes rigorous Beta testing by industry professionals. ProductionBlox features high level anti-aliasing, motion blur, depth of field, radiosity, HDRI and many other time intensive effects to deliver stunning image quality.

“We understand the needs of production professionals because everyone in our company has many years of production experience.” says Nicholas Napp, Vice President of Sales & Marketing. “Video and post production is a tough business, and ProductionBlox is a professional tool that can save time and lower production costs.”

Napp also noted a slew of Industry Firsts for 12 Inch Design, specifically:

Quarterly Releases and Limited Editions. New Units are added to the ProductionBlox library every three months, so there's always something fresh and new. And every release is a limited edition.

An Annual Subscription Plan, that offers subscribers convenient annual billing and automatic delivery of new Units three months before they are publicly available.

The unique ProductionBlox Catalog System™ ships with every Unit. Whether you view samples from the video catalog on any standard DVD player, or prefer to customize and print the digital catalog, you and your clients can easily preview every Unit.

CustoMattes™ are loopable animated mattes that can be used to combine multiple elements together to create new unique production elements, such as animated left, right and lower thirds and much more.

With InstaBlox™, any Blox is available for download via the web 24 hours a day, 365 days a year.

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

Pricing varies with format, subscription and number of Units purchased. ProductionBlox Units will be launched at NAB 2003 and will available for purchase April 7, 2003.

For further information, please visit the company's web site at [www.12inchdesign.com](http://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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