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12 Inch Design announces release of Unit 03 in the ProductionBlox™ Motion Graphics Library

Unit 03 delivered on schedule. Unit 04 slated for release in October 2003.

Phoenix, Arizona—July 1st, 2003—12 Inch Design today announced the release of Unit 03, the third volume in the ProductionBlox motion graphics library.

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 sets of elements: full-screen animated backgrounds with matching static left, right and lower thirds. The static elements are provided in five variations (clean, blurred, drop shadow, blurred drop shadow and gradiated transparency), all with alpha channel.

Each set of elements is called a Blox™. In addition to 35 Blox, each Unit also contains 5 CustoMattes™ and the unique ProductionBlox Catalog System™. CustoMattes are full-screen animated mattes that can be combined with any other Blox elements to create unique custom animated elements, such as animated lower thirds. The ProductionBlox Catalog System is 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.

“I’ve had to work in some very demanding production situations,” states Tony Stutterheim, President of 12 Inch Design and former General Manager of Steven Spielberg's Amblin Imaging. “And it's important to have fresh, new material for every project. That's why we add new volumes to the ProductionBlox library every 3 months and it's also why every release is a limited edition. No one wants to be using material that is 3-5 years old. In this business, that's an eternity!”

The ProductionBlox library was launched at NAB 2003. Nicholas Napp, Vice President of 12 Inch Design says, “ We have been very pleased with the reaction from our customers. The feedback on Unit 01 and Unit 02 has been overwhelmingly positive.” Napp also stated that current customers included a broad range of companies, such as Warner Bros Animation, the U.S. Secret Service, Saatchi & Saatchi, The Gallup Organization and Discovery Communications.

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 \$349. HD Units are priced at \$999.

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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