

FOR IMMEDIATE RELEASE



12 Inch Design announces release of Unit 04 in the ProductionBlox™ Motion Graphics Library

Unit 04 delivered on schedule. Unit 05 slated for release in January 2004.

Phoenix, Arizona—October 1st, 2003—12 Inch Design today announced the release of Unit 04, the fourth 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.

“We’re continuing our tradition of delivering new content every three months” states Tony Stutterheim, President of 12 Inch Design and former President of Rainbow Studio's Animation Division. “We know how important new content is to our industry. We’re committed to delivering to our customers”

Nicholas Napp, Vice President of 12 Inch Design says, “12 Inch Design is the only company that has committed to a release schedule for new content. Our customers continually tell us that regular new content makes their jobs easier and their clients happier.”

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 \$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.

For further information please contact:

*Nicholas Napp
Vice President, Sales & Marketing*

Email: pr@12inchdesign.com

Ph: 602 953 6650

Fx: 602 296 5580

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