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12 Inch Design Announces Donation to USC's School of Cinema-Television Robert Zemeckis Center for Digital Arts

12 Inch Design Donates Site License to innovative digital production school

Phoenix, Arizona—March 10th, 2003—12 Inch Design announced its donation to the Robert Zemeckis Center for Digital Arts of a 2 year subscription for the ProductionBlox™ Library. The donation is a site-wide license, allowing ProductionBlox to be used on every computer system at the Center, and includes NTSC, PAL and High Definition formats.

Opened in March 2001, the center is the largest recent addition to USC's School of Cinema-Television and was the country's first fully digital training center. Located in downtown Los Angeles, the Zemeckis Center is a 35,000 square foot facility housing the latest in non-linear production and post-production equipment, as well as production stages, a 50-seat screening room, and the USC student-run television station, Trojan Vision. Designed to offer students hands-on experience with the latest industry-standard technology, the Center has 60 Avid editing systems and numerous tools and software from other industry leaders such as Apple, IBM, Intel Corp., Kodak, Pinnacle Systems, Quantel and Sony Corp.

Dean Elizabeth Daley stated, "The USC School of Cinema-Television prides itself in giving students access to the professional tools they will use in their later careers. We are delighted to add ProductionBlox and are grateful to 12 Inch Design for making their software available."

Tony Stutterheim, Founder of 12 Inch Design, says "After all the years I've spent in production, it's my pleasure to give something back to the community. The Zemeckis center is truly a fantastic facility and we are delighted to donate ProductionBlox to the school." Nicholas Napp, Vice President of Sales & Marketing adds, "USC is consistently the top rated school for cinema and television in the USA, and is clearly the place to find tomorrow's production professionals. We're very pleased to be able to provide our tools for use by the students at the Center."

About ProductionBlox

Designed for the creative production professional, ProductionBlox is the next generation of motion graphics. Each release (a Unit) contains 35 Blox™, 5 CustoMattes™, and the unique ProductionBlox Catalog System™. Each Blox consists of full screen animated backgrounds with matching left, right and lower thirds in four variations all with alpha channel. All Units are Limited Editions, and new Units are available every quarter, guaranteeing regular new content. The Annual Subscription combines convenient annual billing with automatic delivery of new Units three months before they are publicly

available. ProductionBlox is compatible with all major NLE's, and is available in PAL, NTSC and Hi-Definition (1920x1080/24P) formats.

About 12 Inch Design

Based in Phoenix, AZ, the team at 12 Inch Design has more than twenty 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.

About USC School of Cinema Television and the Robert Zemeckis Center for Digital Arts

The prestigious USC School of Cinema-Television has provided training for graduate and undergraduate students in all areas of cinema-television study since 1929, from hands-on production to academic analysis. In addition to its world-renowned programs in film, the School boasts expanded curricula in television studies, animation and digital arts, interactive media, and producing. Since 1965, not a year has passed in which a graduate of the School has not been honored with an Academy Award nomination.

In 2001 the School celebrated the opening of the revolutionary Robert Zemeckis Center for Digital Arts – the first educational facility to embrace all aspects of digital production from concept through post-production. Launched by a generous gift from alumnus and Academy Award-winning director Robert Zemeckis (Castaway, Forrest Gump, Back to the Future, Contact), the 35,000 square foot facility houses the latest in non-linear production and post-production equipment, offering students hands-on experience with the latest industry standard technology.

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