

Press Release.

12Inch Design Releasing ProductionBLOX Unit 8



12" Design has rapidly become the new buzz word among Editors in the UK, Europe & US, as the new leading provider of royalty free motion graphics.

Although 12" Design bring a new and fresh design to the business, they are far from "new" in the broadcast business; in fact the team at 12" Design has more than twenty years of production and post-production experience creating content for US based and international TV networks, Fortune 500 conglomerates, international events and many other businesses. Their work has aired on the BBC, Channel Four, ABC, CBS, Fox, NBC, Warner Brothers, Discovery Channel, MTV, and other networks around the globe. With award winning artists and editors that 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.

With there resent release of ProductionBLOX Unit 8, the product line now includes ProductionBlox where each volume includes 35 full-screen looping animations with matching left, right & lower thirds together with 5 animated mattes for Editors to design their own animated overlays with the Alpha Channel.

ProductionBlox is available in Standard PAL D1 Broadcast quality as well as HD 1080/24P resolution.

To meet the professional Editors demands for a new design and look, 12" Design guarantee to release a new volume (ProductionBlox) every 3 months!

In addition to the ProductionBlox, 12" Design has created what they call "The Ultimate Tool Kit for editors" The POWERBlox - including hundreds of animations, static elements, DVD menus AND Adobe After Effect project files and much much more!

With this new fresh product line up – 12" Design seems to be able to provide what their slogan promises: **"don't just edit, Design"**

12" Design is available from a range of UK & European resellers or direct from the European Master Distributor Holdan Ltd. UK Local Rate Tel: 0845 130 4445 – Intentional Tel: + 44 (0) 1457 851 000 or online www.holdan.co.uk

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