



Press Release



12 INCH DESIGN

POWERBlox



Holdan Limited, UK and European master distributor for 12 Inch Design announce the launch of PowerBlox Unit 2 the second volume in 12 Inch Design's award-winning royalty free toolkit product line.

PowerBlox Unit 02 is a general-purpose toolkit for editors containing more than 280 motion design elements, 40 animated lower thirds, 20 full screen transitions, 10 keyable animated globes, and hundreds of motion design elements. As with every 12 Inch Design product, all elements are provided in industry standard QuickTime format.

Allan Leonhardsen Sales and Marketing Director, says "PowerBlox Unit 01 has been one of our most popular products to date. The initial response to PowerBlox Unit 02 has been fantastic" PowerBlox is a great add-on for any motion graphics library. Unit 02 continues to deliver on 12 Inch Design's commitment to providing flexible tools that save an editor time and money.

Amy King, Director of Motion Graphics for Mind Over Media, has been a 12 Inch Design customer since the company's launch in 2002. Says King, "When I create projects for major clients like Lockheed Martin, they love the speed with which I can deliver quality work and the unique look I can create. 12 Inch Design products are integral to keeping my clients happy."

PowerBlox Unit 2 is shipping now, at a price of £169.00 + vat. Combo packs and bundle pricing is also available.

Samples are available online via www.holdan.co.uk where a FREE sample DVD highlighting the full product gallery and tutorials for most common NLE systems, including Avid, Final Cut Pro and Adobe Premiere can also be requested.

About 12 Inch Design

12 Inch Design creates high quality, royalty free motion graphics for video and postproduction. The 12 Inch Design product range includes the critically acclaimed ProductionBlox Motion Graphics library, the PowerBlox Toolkit for Editors and ThemeBlox precision toolkits. The company's founders have more than 20 years of production experience, creating content for international TV networks, Fortune 500 conglomerates, international events and many other businesses. Their work has aired on the BBC, Channel 4, ABC, CBS, Fox, NBC, WB, A&E, Discovery Channel, MTV, and many other networks around the globe. 12 Inch Designs 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.

12 Inch Design products have been used in the 2005 Grammy® awards, commercials and movie trailers. Products are used by leading companies such as Access Hollywood, Adventure Christian Church, Comcast, EWTN, Fox Television Stations, The Gallup Organization, Raytheon Technical Services, Riot Atlanta, Saatchi & Saatchi, Trailer Park TV, United Airlines, United States Secret Service, University of Colorado, Warner Bros. Animation and many more

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