

Press Release



Holdan Limited, UK and European master distributor for 12 Inch Design announce the launch of ThemeBlox, a new line of broadcast quality, themed motion graphics, available in either SD or HD format. For many years 12 Inch Design have produced one of the most exciting ranges of royalty free content. Themeblox are a new series of products that carry a specific theme; the first two volumes to be launched are: ThemeBlox Unit 01: Hi-Tech & Medical and Unit 02: Sports.

Each ThemeBlox includes 35 full screen looping animated backgrounds and 25 keyable elements. As with all other 12 Inch Design products ThemeBlox are 100% royalty free and can be used in as many productions as you like.

Allan Leonhardsen Sales & Marketing Director of Holdan Limited says "ThemeBlox toolkits meet an important need for many editors. The range of backgrounds and elements included in each volume allows anyone to create high quality custom looking projects very quickly and easily."

ThemeBlox Units 01 & 02 are shipping now and individual volumes are priced at £139.00 + vat (SD PAL) and £219.00 + vat (High Definition). 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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12 Inch Design, the 12 Inch Design Logo, ProductionBlox, Blox, InstaBlox, CustoMattes, the ProductionBlox Catalogue System, and "Don't Just Edit. Design" are trademarks of 12 Inch Design, LLC. All other brand names, product names, or trademarks belong to their respective holders.

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