

Press release

12designer.com grows up with Sound & Multimedia

The creative crowdsourcing online portal develops itself to a wide communication option

Berlin, March 24th 2010: 12designer's unstoppable growth as a creative platform, joined by almost 6000 creatives across Europe in a year, boosts a new category: sound & multimedia.

When a radio commercial break needs a voiceover, when a brilliant videogame deserves great sound effects, or even when a company needs a corporate melody or any audio message, there's no need to hire an agency. From today onwards 12designer makes possible this by creating the new **Sound & Multimedia** category, and therefore offering a global creative solution for client with complexer communication needs.

After being lauched as a specialized-in-design crowdsourcing portal, 12designer is evolving to make sure all communication options can be solved as a project at the portal: design, communication & concepts, and now, sound & multimedia. With this new category, video or slideshow presentations could be solved as projects; screencasts or professional web videos aswell. New times require new creative answers. With this step forward, 12designer widens significantly its creative diversity, offered for free, still: in the upcoming weeks the new "Freemium" model will come into force, which will establish a fee structured service.

*"Chances are almost endless", says **Eva Missling**, founder and 12designer's CEO. "After the successful launch of text category, trying to reach more creative spectrum was quite an easy decision. Now clients have more possibilities: design, copywriting and sound & multimedia! We're sure our creatives will find it more than interesting: thay always have great ideas!"*

About 12designer

Online marketplace where offers and demands of design work meet. Logos, slogans, commercial banners, websites or promotional videos: clients post their projects and set a price, designers send their proposals in an open competition and client buys the one he/she likes most. Founder is Eva Missling, and 12designer is the first business developed by Grupo Intercom in Germany. German version was online in March 2009 and Spanish version in June 2009. The 12designer team works in Berlin and Barcelona.

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