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## Primera Announces World's Fastest Disc Printers and Publishers

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Hong Kong (January 11, 2010) -

Primera Technology Inc., the world's leading manufacturer of CD/DVD and Blu-Ray Disc Publishers, today announced its Bravo 4100-series Disc Publishers (DP-4100-Series in Europe, Scandinavia and Middle East).

Bravo 4100-Series Disc Printers and Publishers are the fastest in their class. Full-color, 100% coverage discs with near-perfect print quality are printed in just 6 seconds each. This compares to 20 to 120 seconds on competitive machines to print discs with comparable print quality.

With built-in high-speed recorders, direct-to-disc printing and fast robotics, Primera's disc printers and publishers automate the process of burning and printing quantities of CDs, DVDs and Blue-Ray Discs. The devices are used by a wide variety of organisations including corporate marketing, training and engineering departments, non-profits, churches, schools and universities, recording and video production studios, television stations and much more.

"When we decided to build the world's fastest disc publishers, we had no idea how amazing it would be to watch a full-color, 100% coverage disc print in just six seconds," said Mark D. Strobel, Primera's vice president of sales and marketing. "You really have to see it to believe it. Being able to print high-quality discs at such fast speeds is unprecedented in our industry."

Features of the new Bravo 4100-Series include:

- 6 seconds per disc print speed (default high-quality print mode)
- Individual CMYK ink cartridges - delivers lower ink cost per disc
- 4800 dpi print quality
- 300% faster robotics than previous models
- Interior blue LED lighting with job status feedback
- Seventh-generation disc picking mechanism
- Compatible with Windows XP/Vista/& and Mac OS X 10.6 (or higher)
- Optional Blu-Ray Disc recordable drives with eSATA interface for true 12x BD-R recording speeds

Three models are available:

- **Bravo 4100 AutoPrinter:** 100-disc capacity for print-only applications; \$1995 USD (MSRP)
- **Bravo 4101 Disc Publisher:** 100-disc capacity and one high-speed CD/DVD drive; \$2995 USD (MSRP)
- **Bravo 4102 Disc Publisher:** 100-disc capacity and two high-speed

CD/DVD drives; \$3295 USD (MSRP) with almost six times the effective data transfer rate of USB 2.0, eSATA allows Primera's Blu-ray Disc Publishers to burn Blu-ray Disc media at full 12x speeds.

Bravo 4100-Series Disc Publishers are available from Primera's resellers and Distributors worldwide.

About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is a leading developer and manufacturer of CD/DVD/BD duplication and specialty printing equipment. Its products are sold in over 160 countries and have been installed at more than 85 percent of Fortune 100 companies.

More information about Primera, its history and label printer and accessory products is available on the Internet at www.primera.com or by calling 1-800-797-2772 (USA and Canada). Outside of the USA and Canada, call (763) 475-6676 or FAX (763) 475-6677. E-mail to sales@primera.com.

In Europe and Scandinavia, contact Primera Europe GmbH in Germany by phone at +49-(0) 611-92777-0, by FAX at +49-(0) 611-92777-50 or by e-mail at sales@primera.eu
In Asia Pacific, contact Primera Asia Pacific in Australia by phone at +61 3 8586 3030 or by email at sales@primera-ap.com.

About Primera Asia Pacific

Based in Hong Kong, with warehousing in Singapore and a sales and support office in Melbourne, Primera Asia Pacific offers local sales and support infrastructure for Primera products throughout the Asia Pacific region. More information about Primera Asia Pacific and its products is available on the Internet at www.primera-ap.com or by calling +61 3 85863030 or by emailing info@primera-ap.com

Notes to Editors: Primera is a registered trademark of Primera Technology, Inc. All other trademarks are the property of their respective companies. Primera Asia Pacific is an independent company called Asia Pacific Optical Distribution Ltd., incorporated in Hong Kong, PRC. APOD is under contract with Primera to provide sales and support for Primera products under the name Primera Asia Pacific.

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