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## **Primera Asia Pacific Announces Bravo 4102 XRP Disc Publishers**

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Hong Kong (April 29, 2011) -

Primera Technology Inc., the world's leading manufacturer of CD/DVD and Blu-Ray Disc Publishers, recently announced its Bravo 4102 XRP Disc Publisher at the NAB show in Las Vegas, Nevada.

Primera's Asia Pacific office today announced the release of the Bravo 4102 XRP for the Asia Pacific region.

Bravo 4102 XRP Disc Publishers are the newest addition to Primera's Bravo 4100-series. These units are the fastest in their class, printing a full-color, 100% coverage disc 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 disc 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 Blu-ray discs. Applications for the Bravo 4102 XRP Disc Publishers include the archival and distribution of video and audio in broadcast television, film, content-on-demand at retail stores, kiosks, video production studios and more.

"Our new Bravo 4102 XRP is intended for customers in mission-critical applications such as law enforcement, medical imaging, video production studios and others who need the highest reliability possible in their disc burning and printing," said Mark D. Strobel, Primera's Vice President of Sales and Marketing. "Bravo 4102 XRP includes all of the features of our best-selling Bravo 4100-series, but adds a tough 18-gauge steel cabinet, locking front door, high-wattage auto-switching commercial power supply and more. You can even rack-mount the unit to save space and make the unit more secure."

### **Features of Bravo 4102 XRP 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
- Compatible with Windows XP/Vista/7 and Mac OSX 10.6 (or higher)
- 18-gauge steel case with locking front door
- Rack Mountable (requires optional rack-mount bracket)
- Optional Blu-Ray Disc recordable drives with eSATA interface for true 12x BD-R recording speeds

### **Pricing and Availability**

Two models are available:

**Bravo 4102 XRP Disc Publisher:** 100-disc capacity and two high-speed CD/DVD drives; \$3795 USD (MSRP)

**Bravo 4102 XRP-Blue Disc Publisher:** 100-disc capacity and two high-speed CD/DVD/BD drives; \$5495 USD (MSRP)

Bravo 4102 XRP Disc Publishers are available now from Primera Asia Pacific resellers and distributors throughout the Asia Pacific region.

### **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](http://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](mailto:sales@primera.com).

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In Asia Pacific, contact Primera Asia Pacific in Australia by phone at +61 3 8586 3030 or by email at [sales@primera-ap.com](mailto: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](http://www.primera-ap.com) or by calling +61 3 85863030 or by emailing [info@primera-ap.com](mailto: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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