



## PRESS RELEASE

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Wednesday October 19<sup>th</sup>, 2011

### **Primera Announces 50-Disc Version of World's Fastest Disc Publishers**

*Bravo 4051 Disc Publisher prints a 100% coverage disc in just six seconds.*

Hong Kong (October 19, 2011) — Primera Technology, Inc., the world's leading manufacturer of CD/DVD and Blu-ray Disc™ Publishers, today announced its Bravo 4051 Disc Publisher (DP-4051 in Europe, Scandinavia and Middle East).

This new model delivers the same industry-leading performance as Primera's award-winning Bravo 4100-Series which have a 100-disc capacity, but with a 50-disc capacity and a new, lower price of just \$2495 USD (MSRP). The product will be shown at the AES Convention October 21 – 23, 2011 at the Jacob K. Javits Convention Center in New York, NY. Primera's booth is #730.

Bravo 4051 is the fastest 50-disc publisher available. It prints full-color, 100% coverage discs in just 6 seconds each. This compares to 20 to 120 seconds on competitive machines to print discs with comparable print quality.

"Many of our customers told us that a more affordable, smaller-capacity version of the Bravo 4100-Series Disc Publishers would be a very attractive product. The new 50-disc Bravo 4051 delivers the same industry-leading features and performance but at a significantly lower price," said Mark D. Strobel, Primera's vice president of sales and marketing.

Features of the Bravo 4051 include:

- 6 seconds per disc print speed (default high-quality print mode)
- Individual CMYK ink cartridges – delivers lower ink cost per disc
- One high-speed Sony Optiarc™ CD/DVD drive
- 4800 dpi print quality
- 300% faster robotics than previous models
- Interior blue LED lighting with job status feedback
- Seventh-generation disc picking mechanism

-- more --

- Compatible with Windows XP/Vista/7 and Mac OS X 10.6 (or higher), including OS X Lion™ (10.7)
- Optional Blu-ray Disc recordable drive with eSATA interface for true 12x BD-R recording speeds

Primera's latest Bravo-series units have already won numerous awards, including the highly respected "Editor's Choice" award from optical disc industry expert Hugh Bennett of *Hugh's News*.

Bravo 4051 Disc Publishers are available now from Primera's resellers and distributors worldwide.

### **About Primera Technology**

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is the world's leading developer and manufacturer of CD/DVD/BD duplication and printing equipment. Its products are sold in over 167 countries and have been installed at more than 85 percent of Fortune 100 companies.

More information about Primera, its history and 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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### **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 8586 3030 or by e-mailing [info@primera-ap.com](mailto:info@primera-ap.com).

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