

# NEWS RELEASE

For more information:  
Kellie Garber (Media only)  
Primer Technology, Inc.  
Phone: (763) 475-6676, Ext. 239  
FAX: (763) 475-6677  
E-mail: [kgarber@primera.com](mailto:kgarber@primera.com)  
WWW: [www.primera.com](http://www.primera.com)  
Sales Info: (800) 797-2772

*For release on or after November 11, 2009*

## **Primer Technology Announces BravoPro Xi-Series Disc Publishers**

*Next-generation disc publishers have 300% faster robotics.*

PLYMOUTH, MN, USA (November 11, 2009) – Primer Technology, Inc., the world's leading manufacturer of CD/DVD and Blu-ray Disc Publishers, today announced its BravoPro Xi-Series Disc Publishers (DP-PRO Xi-Series in Europe, Scandinavia and Middle East).

BravoPro Xi-Series Disc Publishers are new and improved versions of Primer's award-winning BravoPro Disc Publishers. With their built-in high-speed recorders, direct-to-disc printing and fast robotics, these desktop units automate the process of burning and printing quantities of CDs and DVDs.

Features of the Xi-Series include:

- 300% faster robotics for higher throughput
- Interior blue LED lighting with job status feedback
- Seventh-generation disc picking mechanism
- Compatible with Windows XP/Vista/7 and Mac OS X 10.5 (or higher)
- Optional Blu-ray Disc™ recordable drives
- New lower prices

Three Xi-Series models are available:

**BravoPro Xi AutoPrinter:** 100-disc capacity for print-only applications; \$1995 (MSRP). Print up to 172 discs per hour.<sup>1</sup>

**BravoPro Xi Disc Publisher:** 100-disc capacity and one high-speed CD/DVD drive; \$2995 (MSRP). Burn and print up to 32 discs per hour.<sup>2</sup>

**BravoPro Xi2 Disc Publisher:** 100-disc capacity and two high-speed CD/DVD drives; \$3295 (MSRP). Burn and print up to 60 discs per hour.<sup>2</sup>

“BravoPro Xi-Series Disc Publishers deliver a level of price and performance not seen before in our industry,” said Mark D. Strobel, Primera’s vice president of sales and marketing. “We’ve taken all the best features from BravoPro – the world’s best-selling two-drive disc publisher – and enhanced them to deliver the most compelling and feature-rich 100-disc capacity disc publishers available today.”

Primera’s disc publishers are used by a wide variety of organizations including corporate marketing, training and engineering departments, non-profits, churches, schools and universities, recording and video production studios, television stations and much more.

BravoPro Xi-Series 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 85 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).

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](mailto: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](mailto:sales@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.

<sup>1</sup> Test disc has two lines of monochrome printing.

<sup>2</sup> Test disc has 100MB of data and two lines of monochrome printing.

###