

# NEWS RELEASE

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## **Primer Technology Announces SDK for Mac®**

*Allows developers to integrate automated CD/DVD and Blu-ray Disc™ burning and printing in their applications.*

PLYMOUTH, MN, USA (July 14, 2009) – Primer Technology, Inc., the world's leading manufacturer of CD/DVD and Blu-ray Disc Publishers, announced today its PTBurn Software Developer's Kit (SDK) for Mac.

This comprehensive SDK can be used with any of Primer's Bravo®-series Disc Publishers. Bravo Disc Publishers automate the process of burning and printing CDs, DVDs and Blu-ray Discs.

Features of PTBurn SDK for Mac include:

- Burns and prints natively on Mac OS X 10.5 or higher.
- Bundled print layout application which allows merged text and other data.
- Native Mac frameworks that can be linked in to new or existing Mac applications.
- Source code for a fully functional Cocoa®-based burn and print application is included.

"Mac users represent a large and growing segment of our customer base," said Mark D. Strobel, Primer's vice president of sales and marketing. "The availability of a Mac SDK further strengthens our commitment to the Mac development community. Our SDK provides all the tools necessary for developers to support our award-winning Bravo-series Disc Publishers natively from Mac applications."

PTBurn for Mac is available at no charge to integrators at [www.primera.com/support](http://www.primera.com/support). Registration is required to download the SDK.

### **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).

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