



Defend Your Digital Content with Primera's New PTProtect Software

Download the new version of PTPublisher to try it now!

PLYMOUTH, MN, USA (September 19, 2008) - Primera Technology, Inc., the world's leading developer and manufacturer of CD, DVD, and Blu-ray disc duplication and printing equipment, today announced its new PTProtect™ Software. PTProtect is seamlessly integrated into Primera's PTPublisher™ v1.30 (or greater) duplication software. It provides a reliable yet effective anti-rip solution for protecting DVD video without adding extra steps to existing workflow processes.

PTProtect software is applied to the DVD image just before burning. When content is burned to a disc it is encapsulated to prevent common ripping programs from having access to it. The content on the DVD is not modified in any way and the copy control encapsulation resides in areas of the discs not read by DVD players, so the play-back quality remains unaffected.

PTProtect copy controlled discs have full playability designed to match the same playability levels in DVD players as unprotected DVDs. In essence, PTProtected discs are designed to provide effective "speed-bump" protection to combat unauthorized casual copying.

"Primera is proud to offer PTProtect as an efficient and cost-effective solution for virtually anyone who produces original content DVDs," said Mark D. Strobel, Primera's Vice President of Sales and Marketing. "We feel Video production studios, wedding and event videographers and training video authors will all benefit from having reliable protection for their copyrighted materials - at a price they can afford."

PTProtect is an effortless way to produce protected DVDs since it does not need to load any new software onto the PC for the protection to work. Protection is applied on a "click-charge" basis for each disc burned. Blocks of protection keys can be conveniently purchased through Primera on pre-loaded USB dongles.

PTPublisher™ v1.30 with PTProtect software is available immediately at www.primera-ap.com. It is provided at no extra charge to registered users and includes three free protected DVD video burns. Subsequent burns are priced in blocks as follows:

100 burns: \$225.00
 1000 burns: \$1000.00
 5000 burns: \$3750.00

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. Primera is known for its award-winning Bravo line of CD/DVD/BD publishers including the world's best-selling Bravo SE, Bravo II, BravoPro and Bravo XR-SeriesDisc Publishers (Disc Publisher SE, II, Pro and XR-Series in Europe and Scandinavia).

About Primera Asia Pacific

Based in Hong Kong, with warehousing and offices in Singapore and Melbourne, Primera Asia Pacific offers local sales and support infrastructure for Primera products in

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 e-mailing 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 APOD 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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