

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
WWW: www.primera.com
Sales Info: (800) 797-2772

For release on or after April 11, 2011

Primer Announces Bravo 4102 XRP Disc Publishers

New heavy-duty version of the world's fastest disc publishers can be rack-mounted.

PLYMOUTH, MN, USA (April 11, 2011) — Primer Technology, Inc., the world's leading manufacturer of CD/DVD and Blu-ray Disc™ Publishers, today announced its Bravo 4102 XRP Disc Publisher (DP-4102 XRP in Europe, Scandinavia and Middle East) at the National Association of Broadcasters (NAB) show in Las Vegas, Nevada. The NAB Show is being held from April 11 – 14, 2011 at the Las Vegas Convention Center. Primer's booth is #SL8920.

Bravo 4102 XRP Disc Publishers are the newest addition to Primer'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 recorders, direct-to-disc printing and fast robotics, Primer'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. 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.”

-- more --

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 OS X 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

Two models are available:

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

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

Bravo 4102 XRP 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 160 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 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.

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. In Asia Pacific, contact Primera Asia Pacific in Australia by phone at +61 3 8586 3030, by FAX at +852-3014-7827 or by email at sales@primera-ap.com.

Notes to Editors: Primera and Bravo are registered trademarks of Primera Technology, Inc. All other trademarks are the property of their respective companies. All prices are MSRP in USA and Canada.

###