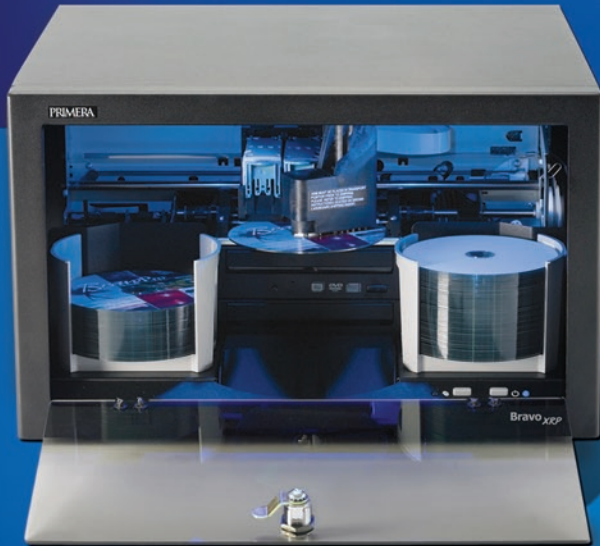


CD/DVD/BD Duplicators & Printers | Label Printers

 Product Selection Guide
Fall/Winter 2007-2008



PRIMERA
TECHNOLOGY, INC.

www.primera.com | www.primeralabel.com



Bravo^{se} Disc Publisher

Bravo SE is a compact, all-in-one, automated disc production device that fits perfectly on your desktop. It automatically burns and prints up to 20 discs per job.

It produces full-color, high-quality discs that make your business or organization look truly professional.

Bravo SE is perfect for a wide variety of light- to medium-duty disc publishing jobs. You can burn and print individual discs with unique data or quantities of the same disc.

Just a few of the most popular applications include video and music content, software, press kits, trade show hand-outs, instruction and training manuals, technical documentation, PowerPoint® presentations, catalogs and more.

FEATURES INCLUDE:

- Up to 20-disc capacity
- Color inkjet printing at up to 4800 dpi
- One high-speed recordable DVD/CD drive
- Includes burning and printing software for Windows® XP/2000/Vista® and Mac® OS X, 10.2 or higher
- Bravo SE AutoPrinter also available (no drives, print only)
- Bravo SE Blu Disc Publisher also available for Blu-ray™ Discs



Bravo^{II} DISC PUBLISHER

Bravo II combines automatic, robotic-based CD or DVD duplication along with full-color, 4800 dpi disc printing – all in one compact desktop unit. Up to 50 discs per job are automatically produced.

Whether you're duplicating audio, video, data, software, photos or any other digital information, you'll quickly discover that Bravo II makes the job quick and easy. It delivers unmatched performance and versatility at a very affordable price.

Set-up is fast and easy. You'll be able to produce professionally burned and printed discs from your PC or Mac in just minutes.

FEATURES INCLUDE:

- Up to 50-disc capacity
- Color inkjet printing at up to 4800 dpi
- One high-speed recordable DVD/CD drive
- Includes burning and printing software for Windows XP/2000/Vista and Mac OS X, 10.2 or higher
- Bravo II AutoPrinter also available (no drives, print only)
- Optional business card adapter kit



Bravo^{Pro} DISC PUBLISHER

BravoPro is Primera's highest-performance desktop disc publisher. It automatically burns and prints up to 100 CDs or DVDs at a time. Robotic print, tray-in/tray-out, print and DVD recording speeds all have been optimized for the fastest possible throughput.

With unparalleled durability, dependability and reliability, BravoPro is the best choice for businesses and organizations that demand solid performance and value.

FEATURES INCLUDE:

- Up to 100-disc capacity
- Color inkjet printing at up to 4800 dpi
- Two high-speed recordable DVD/CD drives
- Includes burning and printing software for Windows XP/2000/Vista and Mac OS X, 10.2 or higher
- BravoPro AutoPrinter also available (no drives, print only)
- Optional business card adapter kit

DEVELOPER'S KIT
AVAILABLE - SEE PAGE 3 FOR MORE INFO

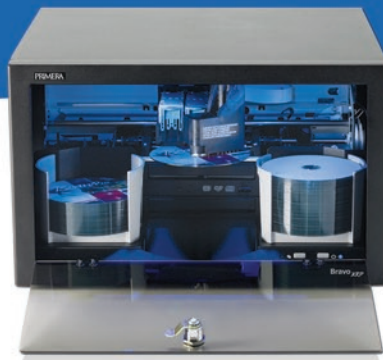
Bravo XR-Series Hardware Components (featured on page 2) – All XR-Series hardware is built with tough, 18-gauge steel cabinets with 11-gauge steel bezels. Access doors are supplied with locks and keys for maximum security. Supplies replenishment is accomplished entirely from the front, allowing placement virtually anywhere: on counters, shelves and even in standard 19" wide racks with optional rack mount kits. Bravo XRn is not rack-mountable.



Mission-Critical Disc Publishing Systems

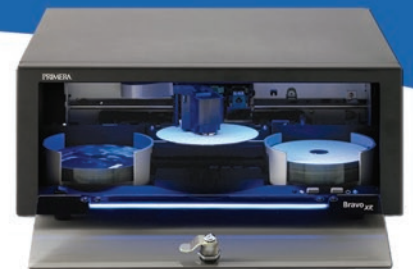
Primera, the world's leading manufacturer of automated CD/DVD/BD publishing equipment, is proud to introduce its new XR-Series of high-performance disc publishers.

- Designed for Reliability
- Field Upgradeable
- Modular Construction
- Rack Mountable
- Built with tough 18-gauge Steel Cabinets
- Locking Doors for Maximum Security



Bravo XRP Disc Publisher

- Burns and prints 100 discs
- Two high-speed recordable drives
- Color inkjet printing – up to 4800 dpi
- USB 2.0 interface



Bravo XR Disc Publisher

- Burns and prints 50 discs
- Single high-speed recordable drive
- Color inkjet printing – up to 4800 dpi
- USB 2.0 interface

Network Disc Publishing with the Bravo XRn

The Bravo XRn works just like a networked office copier or laser printer - but burns and prints CDs, DVDs, and Blu-ray Discs. Bravo XRn is a high-performance, enterprise-class machine that's been designed for use in the most demanding, "mission-critical" environments:

- Healthcare records and medical imaging
- Retail and kiosk based "disc-on-demand"
- Networked disc publishing in medium- to large-sized offices
- Billing and insurance and much more





Reliable. Modular. Upgradeable.

The XR-Series disc publishers and software development tools are designed specifically for production environments that require fast and efficient disc burning and printing, rock-solid reliability and professional-quality recorded and printed CDs, DVDs and BDs.

Primer's end-to-end architecture includes all of the components you need for the most integrated and reliable systems possible: advanced hardware and software, matched supplies and perhaps most important, local on-site installation, training and service by factory-certified technicians.

Applications already implementing Primer's XR-Series systems include medical imaging, banking and insurance, government, military, kiosks, mobile video and audio processing, digital photo processing and content-on-demand at retail stores.

Whether you're duplicating audio, video, data, software, photos or any other information, the appearance of your finished disc is a direct reflection of your company. Make a positive, lasting impression with Primer's TuffCoat™ with WaterShield™ Surface and TuffCoat with AquaGuard™ Surface Media. Water-resistant media gives you a powerful new advantage: the ability to print fast-drying, custom graphics that won't wash away and are smudge- and smear-resistant.



 **All XR-Series Disc Publishers are available with Blu-ray Disc drives.**

Primer is a member of the Blu-ray Disc Association and is the world's first manufacturer of automated disc publishers to announce support for Blu-ray Disc technology.

DEVELOPER'S KIT AVAILABLE FOR THIRD PARTY APPLICATIONS

A POPULAR DEVELOPER'S KIT is available that allows third party applications to send unique record and print jobs to Primer's disc publishers. Some applications include medical imaging (PACS/DICOM), digital asset management, retail solutions, forensics, photo and mobile police video.

 *** For more info visit www.primera.com**





Bravo-Series Disc Publisher Comparison Chart | All Prices MSRP

	Bravo SE	Bravo II	BravoPro	Bravo XR	Bravo XRP	Bravo XRn (Network Publisher)
Input bin	20	50	100	50	100	50
Drives (CD/DVD)	1	1	2	1	2	1
Optional Blu-ray Disc Drive	Yes	No	No	Yes	Yes	Yes
Ink cartridges	Single	Dual	Dual	Dual	Dual	Dual
Kiosk kit	No	Yes	Yes	Yes	Yes	Built-in
Windows XP/2000/Vista	Yes	Yes	Yes	Yes	Yes	Yes (client)
Mac OS X v10.2 (or higher)	Yes	Yes	Yes	Yes	Yes	No
Integrated Server	No	No	No	No	No	Yes
Ethernet Interface	No	No	No	No	No	Yes
Maximum print resolution	4800 dpi	4800 dpi	4800 dpi	4800 dpi	4800 dpi	4800 dpi
Network software	No	Available	PTBurn	PTBurn	PTBurn	PTPublisher ne
Software Developer's Kit (SDK)	Yes	Yes	Yes	Yes	Yes	Yes
Rack mount kit available	No	No	No	Yes	Yes	Yes
Case construction	ABS plastic	ABS plastic	ABS plastic	Metal	Metal	Metal
Interior lighting	No	No	No	Yes	Yes	Yes
Locking front door	No	No	No	Yes	Yes	Yes
Business card adapter kit available	No	Yes	Yes	Yes	Yes	No
Footprint (Width x Depth) English	221 in ²	276 in ²	312 in ²	284 in ²	284 in ²	365 in ²
Footprint (Width x Depth) Metric	.14 m ²	.18 m ²	.20 m ²	.18 m ²	.18 m ²	.24 m ²
Weight (lbs.)	11.5 lbs.	18 lbs.	26 lbs.	25 lbs.	43 lbs.	49 lbs.
Weight (kg)	4.1 kg	8.2 kg	11.8 kg	11.3 kg	19.5 kg	22.2 kg
European RoHS compliant	Yes	Yes	Yes	Yes	Yes	Yes
FCC, UL and CSA approvals	Yes	Yes	Yes	Yes	Yes	Yes
Price (MSRP, USA)	\$1,495	\$2,695	\$3,995	\$3,295	\$4,995	\$6,995



For technical specifications by product, go to www.primera.com.



Print Short-Run Color Labels On-Demand!



With the LX-Series Label Printers there are...

- No more lead times
- No obsolete label inventory
- No plate and die charges
- No minimum order requirements



LX400 COLOR LABEL PRINTER

Optional Media Cutter for the LX400 Color Label Printer

The LX400 is also ideal for producing full-color tickets and tags, retail coupons, patient wristbands and much more. The optional, field-installable Media Cutter attaches to the front of the printer and slides down and out of the way when not needed. A fan-fold media slot for tags and tickets is located on the rear panel of the printer.





LX810

COLOR LABEL PRINTER

The **LX810** utilizes the latest in high-resolution inkjet technology to print brilliant full-color product labels right in your office or production facility. With spectacular 4800 dpi print resolution and high throughput speeds, LX810 is simply the best industrial-grade, color-inkjet label printer!

FEATURES INCLUDE:

- Color inkjet printing at up to 4800 dpi
- Maximum print width of 0.75" to 8.25" (19mm to 210mm)
- Maximum print length of 0.75" to 24" (19mm to 609.6mm)
- Two ink cartridges
- Metal case

LX400

COLOR LABEL PRINTER

The **LX400** produces gorgeous, professional-quality labels for all your short-run, specialty products. It's ideal for industries such as gourmet foods, wine and water bottles, personal care and natural products. The LX400 offers the same top performance as the LX810, in a smaller format.

FEATURES INCLUDE:

- Color inkjet printing at up to 4800 dpi
- Maximum print width of 0.75" to 4.25" (19mm to 107.9mm)
- Maximum print length of 0.75" to 24" (19mm to 609.6mm)
- Optional media cutter accessory
- Fan-fold media slot for tags and tickets
- One ink cartridge
- ABS plastic case



The LX400 and LX810 are ideal for these applications:

- | | |
|------------------------------|----------------------------------|
| • Gourmet foods | • Wine and water bottles |
| • Personal care products | • Natural products |
| • Test marketing | • Proofing before going to press |
| • Private label goods | • Promotional labels |
| • Full-color, box-end labels | • And much more! |



Both the LX400 and LX810 print onto many different label, tag, and ticket materials, including inkjet-coated high-gloss, semi-gloss and matte labels. Labels printed on high-gloss material are highly scratch- and smudge-resistant and virtually waterproof.

**FOR MORE INFO,
VISIT US AT PRIMERA.COM**



About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is a leading developer and manufacturer of specialty printing equipment including the Bravo-Series CD/DVD/BD duplicators and printers and the LX-Series label printers.

Primera distributes its products in over 85 countries with support for European customers in Wiesbaden, Germany through Primera EUROPE. Primera Asia Pacific, located in Hong Kong, serves customers in Australasia.

Here are just a few of the well-known companies that use Primera CD/DVD/BD publishing equipment:

20th Century Fox	GlaxoSmithKline	Northrop Grumman
3M	Google	Northwestern State University
Adobe Systems Inc.	Graco	Ocean Spray Cranberries
American Family Insurance	Harvard University	Ogilvy & Mather
American Red Cross	Hershey Foods Corporation	Oracle
Anheuser-Busch	Home Depot, Inc.	Panasonic
Association of Trial Lawyers	Honeywell Analytics	Pfizer
Avon Products	Internal Revenue Service	Pitney Bowes
BBDO Advertising	J.C. Penney	Procter & Gamble
Best Buy	John Hopkins University	QVC
Black & Decker	Johnson & Johnson	Qwest Communications
Boeing	Kellogg Company	RadioShack
Boston Scientific	Kimberly-Clark	Remax United
Brown University	Kinko's	Rice University
Campbell Soup	Kodak Polychrome Graphics	Saturday Night Live
Canon USA	Kraft Foods	Schwans Food Service
Cargill, Inc.	Land O'Lakes	Shaklee Corporation
Chevron	Learning Tree International	Sherwin Williams
Circuit City	Lexmark International	Sony
Cisco Systems, Inc.	Lockheed Martin	Stanford University
Citigroup	Lowe's Companies	Staples
Clear Channel Radio	Marriott International	SUPERVALU, Inc.
Coca-Cola	Massachusetts Institute of Technology	T-Mobile
Columbia University	Mattel Toys	The Army National Guard
Compaq	Mayo Clinic	The Banff Centre
Cornell University	Maytag	Target Corporation
CVS Pharmacy	McDonald's	United Parcel Service
Dartmouth College	Merck & Co.	United Way of America
Dell Computer Corporation	MGM Studios	University of Chicago
Delta Airlines	Microsoft	University of Notre Dame
Duke University	Mitsui Chemicals, Inc.	Vail Resorts
Dupont Co.	Motorola	Vanderbilt University
Eastman Kodak	Muscular Dystrophy Association	Visa International
EMC	National Baseball Hall of Fame	Volkswagen
Estee Lauder	National Football League	Volvo
Exxon Mobil	National Weather Service	Wal-Mart Stores, Inc.
FBI	Nestle PTC (Germany)	Walgreens
Federal Express	New York State Museum	Walt Disney Studios
Foot Locker	Nintendo of America	Wells Fargo
Ford Motor Company	Nordstrom	Whirlpool
Gallo Winery		Xerox Canada
General Mills		Xerox Corporation
General Motors		



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