

Verbatim Introduces Bravo All-in-One CD/DVD Duplication and Printing system from Primera

New Bravo Disc Publisher offers unprecedented ease of use and affordability.

Bravo is the worlds first automated CD duplicating and printing system that is priced at less than \$4500 RRP inc GST. Until now, comparable systems have cost at least \$8000 to \$10,000. Instead of copying and labeling discs one at a time, Bravo is designed for hands-free, automated production of up to 25 CDs or DVDs per job. An advanced robotic mechanism is used to transport discs into the built-in 40x CD-R recorder or optional Pioneer combo DVD-R/CD-R recorder. After recording, discs are transported to the integrated printer and printed in full colour at up to 2400 dpi resolution. Typical applications include businesses, churches, film and video producers, photography studios, music groups, schools as well as other companies and organizations who have a need for in-house copying and printing of CDs and DVDs. Virtually any digital information can be recorded, including audio, data, video, photos and more. Bravo attaches to any PC running Windows 2000/XP through its built-in FireWire (IEEE1394) and USB interfaces. Professional recording software from Veritas is included along with an easy to use labeling software program called SureThing CD Labeller. With Bravo, users who previously could not cost-justify in-house CD or DVD duplication and printing now have an excellent solution for less than \$4500 AUD, said Callum Hingston, Verbatim Australias Hardware Product Manager. Bravo offers all the advantages and benefits of far more expensive systems, but at a significantly lower price. Two Bravo Models are available: The Bravo CD Publisher with a 40x CD-R Recorder is priced at AUD \$4400 inc GST (RRP) The Bravo DVD Publisher with a Pioneer DVD-R/CD-R Recorder is priced at AUD \$5500 inc GST (RRP). This DVD-R unit records DVD-Rs at 2x and CD-Rs at 8x. About Primera Technology Headquartered in Minnesota, USA, Primera Technology Inc. is a leading developer and manufacturer of CD-R/DVD-R duplication and printing equipment. Primera is known for its popular Composer line of optical disc duplicators and Signature line of optical disc printers. About Verbatim Since 1969 Verbatim has been at the forefront of the evolution of data storage technology. Today, more than 30 years later, Verbatim remains one of the most recognisable names in data storage and is an international market leader in the distribution of optical and magnetic media, computer hardware and computer consumables. Verbatim Australia is the market leader in the distribution of CD/DVD Duplication and Publishing equipment, providing sales and support services for leading manufacturers.