

# Verbatim Releases Liberty - New HP-Enabled Print Technology from Rimage

Liberty Inkjet Printing for CDs and DVDs: Liberty gives users the ability to print fullcoverage, full-colour labels directly to the surface of CD and DVD media, with superior results. Product features include: \_ 4800 dpi printing \_ Full-colour spectrum of 16.7 million colours \_ Pixel density of 5.76 million pixels per square inch \_ HP ColorRET Colour Management System \_ Dual Ink Cartridges (1-Black and 1-CMY) \_ Industrys smallest ink droplet size for impeccable ink control \_ Smallest Available Ink Droplet Size Only 4 Pico-litres: The ink droplet size is important for CD/DVD printing because media surface coatings are able to manage only so much ink. Printers with larger droplet sizes (some up to 11 pico-litres) run into great difficulty with smudging, ink-pooling, lengthy dry times, colour-shifting and migration, and saturation amongst other things. Libertys ink droplet size measures a mere 4 pico-litres allowing it to master control over how the ink will settle into the media. Libertys miniscule droplet size essentially eliminates those problems, and gives users greater freedom to produce any label they want, knowing that the technology is keeping up with them. \_ Two Industry leaders are better than one: Liberty is the result of combining the industry leading print technologies of HP with the unparalleled expertise in CD/DVD printing and recording of Rimage. When we began developing a new inkjet printer for our automated CD and DVD publishing solutions, we looked at a number of technologies. HP immediately rose to the top. Their innovation and world-class inkjet print technology makes them the industry leader, said Jim Lewis, Vice President Marketing at Rimage. The combination of our respective areas of expertise made for an ideal partnership, and produced a phenomenal end result. The Liberty printer represents the kind of world-class technology we were aiming for. Our partnership with HP is a huge part of that success. Pricing: The Liberty printer is available from Verbatim authorised resellers as a stand alone unit for a RRP of \$2999 inc GST. The Liberty is also included with the new Rimage Desktop Publishers. Pricing for the new Desktop series is from \$8999 for the Desktop 1500 with 1 CD-R Drive and the Liberty Printer.