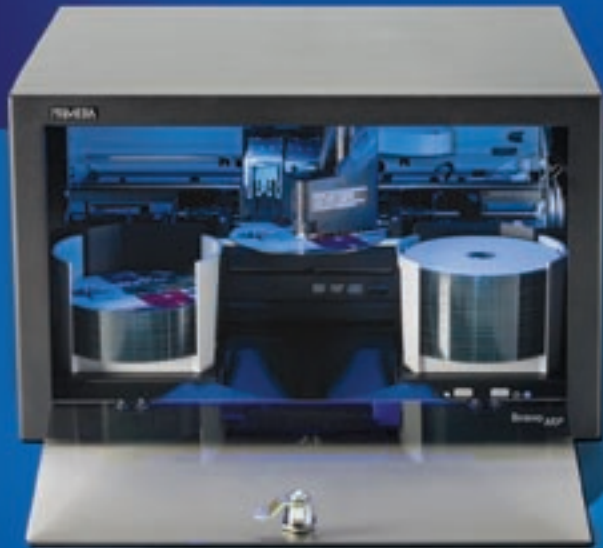


# CD/DVD/BD Duplicators & Printers | Label Printers

 Product Selection Guide  
Spring/Summer 2007



**PRIMERA**  
TECHNOLOGY, INC.

[www.primera.com](http://www.primera.com) | [www.primeralabel.com](http://www.primeralabel.com)



## **Bravo<sup>se</sup>** Disc Publisher

**Bravo SE** is a compact, all-in-one, automated disc production factory that fits right 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 handouts, 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<sup>II</sup>* 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 – hands-free and completely unattended.

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



## *BravoPro* DISC PUBLISHER

**BravoPro** is Primera's highest-performance 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



## Mission-Critical Disc Publishing Systems

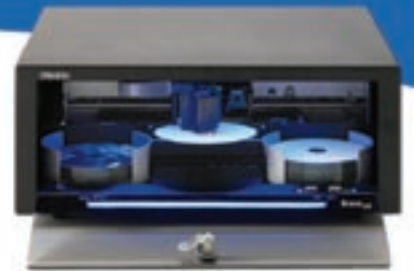
Primera, the world's leading manufacturer of automated CD/DVD/BD publishing equipment, is proud to introduce its new XR-Series of high-performance disc publishers.

- Designed for Reliability
- Field Upgradeable
- Modular Construction
- Rack Mountable



### 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

## Bravo XR-Series Hardware Components

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.



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



## 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.

Primera'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 Primera'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 Primera'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.



### 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 Primera's disc publishers. Some applications include medical imaging (PACS), digital asset management, retail solutions, forensics, photo and mobile police video.

\* For more info visit [www.primera.com](http://www.primera.com)





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



For technical specifications by product, go to [www.primera.com](http://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.



For technical specifications by product, go to [www.primeralabel.com](http://www.primeralabel.com).



## 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
- Personal care products
- Test marketing
- Private label goods
- Full-color, box-end labels
- Wine and water bottles
- Natural products
- Proofing before going to press
- Promotional 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.

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

20th Century Fox  
3M  
Adobe Systems Inc.  
American Family Insurance  
American Red Cross  
Anheuser-Busch  
Association of Trial Lawyers  
Avon Products  
BBDO Advertising  
Best Buy  
Black & Decker  
Boeing  
Boston Scientific  
Brown University  
Campbell Soup  
Canon USA  
Cargill, Inc.  
Chevron  
Circuit City  
Cisco Systems, Inc.  
Citigroup  
Clear Channel Radio  
Coca-Cola  
Columbia University  
Compaq  
Cornell University  
CVS Pharmacy  
Dartmouth College  
Dell Computer Corporation  
Delta Airlines  
Duke University  
Dupont Co.  
Eastman Kodak  
EMC  
Estee Lauder  
Exxon Mobil  
FBI  
Federal Express  
Foot Locker  
Ford Motor Company  
Gallo Winery  
General Mills  
General Motors

GlaxoSmithKline  
Google  
Graco  
Harvard University  
Hershey Foods Corporation  
Home Depot, Inc.  
Honeywell Analytics  
Internal Revenue Service  
J.C. Penney  
John Hopkins University  
Johnson & Johnson  
Kellogg Company  
Kimberly-Clark  
Kinko's  
Kodak Polychrome Graphics  
Kraft Foods  
Land O'Lakes  
Learning Tree International  
Lexmark International  
Lockheed Martin  
Lowe's Companies  
Marriott International  
Massachusetts Institute of Technology  
Mattel Toys  
Mayo Clinic  
Maytag  
McDonald's  
Merck & Co.  
MGM Studios  
Microsoft  
Mitsui Chemicals, Inc.  
Motorola  
Muscular Dystrophy Association  
National Baseball Hall of Fame  
National Football League  
National Weather Service  
Nestle PTC (Germany)  
New York State Museum  
Nintendo of America  
Nordstrom

Northrop Grumman  
Northwestern State University  
Ocean Spray Cranberries  
Ogilvy & Mather  
Oracle  
Panasonic  
Pfizer  
Pitney Bowes  
Procter & Gamble  
QVC  
Qwest Communications  
RadioShack  
Remax United  
Rice University  
Saturday Night Live  
Schwans Food Service  
Shaklee Corporation  
Sherwin Williams  
Sony  
Stanford University  
Staples  
SUPERVALU, Inc.  
T-Mobile  
The Army National Guard  
The Banff Centre  
Target Corporation  
United Parcel Service  
United Way of America  
University of Chicago  
University of Notre Dame  
Vail Resorts  
Vanderbilt University  
Visa International  
Volkswagen  
Volvo  
Wal-Mart Stores, Inc.  
Walgreens  
Walt Disney Studios  
Wells Fargo  
Whirlpool  
Xerox Canada  
Xerox Corporation



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