

# Primera: A Disc for Each Application

**Every year the Broadcast Video Expo (BVE) welcomes professionals and industry-leading manufacturers from the broadcast and production industry. BVE is the essential broadcast and production technology event, showcasing technologies and services for the production, management and broadcast of audio visual content.**

Primera Technology, a leading manufacturer of CD, DVD and Blu-ray Disc Publishers, is part of that community and is presenting its product range of disc publishing and disc duplicating equipment at booth #B24 at ExCel in London, February 25 to 27, 2014.

Some might say using optical discs is 'old school' since saving data in so-called data clouds is what everyone seems to talk about. But disc publishing and duplicating is an easy and great way to distribute data – especially video and audio files – and simultaneously have a great marketing effect when discs are printed with one of Primera's disc burning and printing devices.

This year Primera will be asking who still uses optical media for which application and is running a poll asking everyone who visits the Primera booth some simple questions. Among all respondents, Primera will draw the winner of an iPad mini, so your answers will be worth it! In addition, Primera will also be running a special back rebate promotion. Visitors who register at Primera's booth with their e-mail and postal address and purchase a new Disc Publisher within three weeks after the show will receive a 10% back rebate.

Depending on the desired disc capacity, whether Blu-ray or just CD/DVD support is requested and whether a desktop or industry-grade solution is needed, Primera offers several different models starting with the Disc Publisher SE (DP-SE) - a small 20-disc capacity desktop model - and ends with the DP-4102 XRP - an



industrial version that comes in an 18-gauge steel cabinet with locking front door, high wattage auto switching commercial power supply and, on top of that, can be rack-mounted.

With built-in high-speed recorders, direct-to-disc printing and fast robotics, Primera's disc printers and publishers automate the process of burning and printing quantities of CDs, DVDs and Blu-ray Discs. The devices are used by a wide variety of organisations including corporate marketing, training videos and tutorials, freelance videographers, event agencies, video production studios, television stations and much more.

For small production runs Primera's DP-SE is an excellent choice. It is affordable enough for virtually any business. DP-SE produces full-colour discs in jobs of up to 20 discs at a time. It's the perfect, low-cost automated printing and publishing solution. If single unique copies or small quantities of professional-quality discs are needed, the DP-SE is the best suitable choice.

Primera's award-winning DP-4100-Series Disc Printers and Publishers are the fastest in their class. Full-colour, 100% coverage discs with near-perfect print quality are printed in just six seconds each. DP-4100 Series offers separate ink cartridges for Cyan, Magenta, Yellow and Black. This saves money on every printed disc as only the colours that are empty need to be replaced. This is especially true for print layouts using more of one colour than another.

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