

Video Disc Production For Deaf And Hearing Impaired

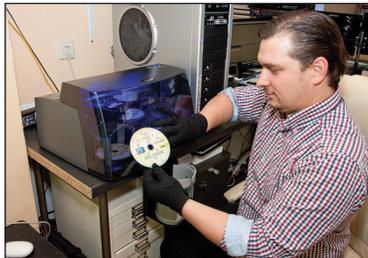
The Centre for Culture and Visual Communication for Deaf and Hearing Impaired in Berlin and Brandenburg, Germany (Zentrum für Kultur und visuelle Kommunikation Gehörloser in Berlin und Brandenburg e.V. – ZfK e.V.) is a socio-cultural non-profit association, known by this name since 1993.

But its history began in Berlin 1881 when the theatre association "Berliner Taubstumm-Theaterverein FROHSINN" for deaf and hearing impaired was founded.

Following numerous performances at home and abroad, as well as various awards and honours, the association is now the federal centre for deaf and hearing-impaired, translation and sign language, national information centre, cultural centre for theatre, opera and concert projects and educational centre (e.g. education and training for hearing impaired). In addition the ZfK e.V. participates in film productions for TV, DVD and web, producing discs for deaf and hearing impaired including translations into German sign language.

Post production, including cutting, authoring and the production of a master disc, is done in their location in Potsdam, Germany, which is fully equipped with a green box studio and AVID editing suites. This is also where the final disc, including film cover and booklet, DVD and DVD case, is assembled. In the past, ZfK e.V. used a third-party CD/DVD publisher to produce first the master disc and then the required disc copies. But this solution meant that one disc at a time needed to be placed into the printer manually. The print quality was unfortunately not up to scratch, while the production process was slowed down due to frequent ink cleaning or a jammed printer tray.

The ZfK e.V. needed a new solution that was easy to use, efficient and produced DVDs economically and fast. They learned about Primera Technology through their internet research and chose Primera's DP-4101 Disc



Publisher, a model with one burn drive and a disc capacity of up to 100 discs. The DP-4101 utilises separate ink cartridges for Cyan, Magenta, Yellow and Black, saving money on every printed disc. "We're thrilled about the brilliant print results despite the low ink consumption," said Mr. Jan Sell, employee of Education and Media.

Individual short runs of single DVDs as well as monthly production runs of 500 to 1,000 discs are now easily produced with the DP-4101.

Marco Lipski, actor and employee of Education and Media added: "By purchasing Primera's Disc Publisher we now save a lot of time and finally can focus on new projects and even forgo professional pressing plants. The DP-4101 burns and prints automatically and therefore saves not only time but money as it replaces multiple disc burning and printing devices used before."

In addition, misprinted or incorrectly burned discs are dispensed out the front of the DP-4101 unit – an especially useful feature as it supports your own quality control. The unit is equipped with a built-in blue LED lighting, which is perfect when used by deaf or hearing impaired employees as it not only illuminates the interior but also indicates the production status.

Uwe Schönfeld, managing director and CEO concluded: "We're not only satisfied with the cost-performance ratio but as well with the quality you receive both in purchase and usage of the DP-4101. The saying proves true: Buy cheap and you buy (at least) twice. In the past we had to replace the ink cartridges of our previous printer constantly. That's not the case with Primera's Disc Publisher."

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