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Press Release

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FOR IMMEDIATE RELEASE

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REGION4 ANNOUNCES WORLD'S MOST AFFORDABLE, AUTOMATED CD/DVD DUPLICATION AND PRINTING SYSTEM

Bravo SE Disc Publisher sets new price/performance benchmark for publishing CDs and DVDs

Region4 announces the launch of the new **Bravo SE Disc Publisher** from Primera Technology. Instead of copying discs one at a time and then printing and sticking labels, Bravo SE automates the entire burning and printing process. An advanced, sixth-generation robotic mechanism is used to transport discs into the built-in Pioneer® DVR-111 DVD/CD recorder. After recording, each disc is individually inkjet printed direct-to-disc in full-colour at up to 4800dpi resolution. Up to 20 discs per job can be produced automatically and hands-free.

Typical users include marketing, public relations, engineering and training departments, churches, film and video producers, photography studios, music groups, schools, government departments and any organisation that has a need for low volume in-house production of CDs and DVDs.

Bravo SE attaches to any Windows® 2000/XP PC via a USB 2.0 interface. Included is PT Publisher™ SE Duplication software and Surething™ CD Labeller. Developed specifically for Bravo SE, PT Publisher SE offers a complete, professional disc duplication solution that is easy to use.

Bravo SE also attaches to any Mac® running Apple® OS X. It ships with Charismac's Discribe V5.0 Duplication software along with design templates for Adobe® Illustrator® and Photoshop®.

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Also available is Bravo SE Autoprinter - a no-drive automated printing solution for those users who only need to print discs and wish to be able to automate the process with hands-free disc printing.

“The introduction of Bravo SE opens up a whole new market for disc publishing devices”, said Callum Hingston, Region4 Managing Director. “Until now the entry level price point for all-in-one disc burning and printing was \$4000 and this proved restrictive for smaller organizations. With Bravo SE retailing for just over \$2000 many more organizations will be able to afford to bring their small run disc publishing in-house. Primera’s new PT Publisher software has a great, easy to use interface making it simple for novice users to be up and running and producing discs in no time.”

The Bravo SE Disc Publisher and Bravo SE Autoprinter are now shipping in Australia and New Zealand. They are available from Region4 authorised resellers with a RRP of \$2249 inc GST AUD (\$2495 ex GST NZD) for Bravo SE Disc Publisher and \$1499 inc GST (\$1670 ex GST NZD) for Bravo SE Autoprinter.

About Primera

Headquartered in Plymouth, Minnesota, Primera Technology is the world’s leading developer and manufacturer of CD/DVD duplication and printing equipment. See www.primera.com.

About Region4

Region4 is the leading distributor in Australia and New Zealand for CD-R and DVD printing, duplicating and publishing solutions. Since 1997, Region4 has developed strong relationships with the world's largest and most innovative manufacturers of disc printing, duplicating and publishing systems, providing the most comprehensive range of equipment to the market, via educated and knowledgeable channel partners. Hi-res images are available on request.

Review units now available – please contact timmi@region4.com.au.