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Press Release

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REGION4 ANNOUNCES WORLD'S FIRST BLU-RAY DISC DUPLICATION SYSTEM FROM PRIMERA TECHNOLOGY

Now shipping in Australia and New Zealand, Bravo XR-Blu is the world's first automated burn and print device to support new high-capacity Blu-ray Disc recorders and media. Along with its built-in robotics and full-color direct-to-disc inkjet printing, the Bravo XR-Blu incorporates Pioneer Electronics new BDR-101A Blu-ray Disc/DVD Recorder. Blu-ray enabled recording software based on technology from Sonic Solutions®, the leader in Digital Media Software, is included to provide a complete and professional Blu-ray Disc publishing solution.

The initial release of the Bravo XR-Blu utilizes single-layer discs to store up to 25 gigabytes of data. An upgrade will be available shortly after launch that will allow dual-layer media, which stores up to 50 gigabytes of data per disc. Since up to 50 discs can be loaded into the Bravo XR-Blu at a time, this gives a total native capacity of up to 2.5 terabytes of data that can be published in a single session. Blu-ray discs utilize shorter wavelength blue lasers in order to store far more data than any other optical disc technology commercially available.

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As the first automated system to use Blu-ray technology, the Bravo XR-Blu is expected to be used in a wide variety of cutting-edge applications in business, government, military, medical, banking, insurance, back-up and archival, high-definition video, digital movie post production and more.

Easy Setup and Operation

The Bravo XR-Blu is fast and easy to set up and use. It connects via USB 2.0 to any PC running Windows® XP/2000. The Bravo XR-Blu recording and mastering software was written using AuthorScript® Data Backup with BD Support from Sonic Solutions. It supports both Blu-ray and DVD±R media. SureThing™ CD Labeler, Primera Edition, is included to make direct-to-disc labeling fast and easy.

A unique feature of the Bravo XR-Blu is the built-in blue LED array that illuminates the interior, making it simple to view operation. All supplies replenishment is accomplished from the front panel, allowing the unit to be placed almost anywhere – on a desk, a shelf or on a countertop. Two units can be stacked vertically to effectively double capacity and throughput. An optional rack mount kit is available for a standard 4U, 19" wide rack.

Pricing and Availability

The Bravo XR-Blu has an RRP of \$7799 inc GST. It is available from Certified by Primera Resellers. Contact Region4, Primera's Authorised Distributor for Australia and New Zealand for details of your local CBP Reseller or visit www.primera.com.au.

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. Region4 provides the most comprehensive range of equipment to the market, via educated and knowledgeable channel partners.

About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology is the world's leading manufacturer of CD/DVD Duplication and Printing Equipment. For more information about Primera Technology see www.primera.com.

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