

News Release

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Primera Europe Announces Standalone Disc Duplication Tower for High Volume Production

The new DUP-08/1000 CD/DVD Tower Duplicator produces up to 1000 copies per job

Wiesbaden, Germany (July 8, 2008) – Primera Technology Europe, EMEA headquarter of Primera Technology, Inc. the world's leading developer and manufacturer of CD/DVD/BD duplication and printing equipment, today announced its new **DUP-08/1000 CD/DVD Tower Duplicator**.

With 8 drives and 4 spindles holding up to 250 discs each the DUP-08/1000 produces up to 1000 copies from one master disc and guarantees a continuous overnight duplication with the highest degree of reliability and functionality. Source material can include audio, video, data, documents, presentations and much more.

This unit is the most robust in the line of autoloaders and is specially designed to perform under the most grueling of continuous duplication conditions. With a revamped robotic arm and spindles that never need to be realigned, the autoloader will provide years of faithful continuous operation.

The 08/1000 offers all the exceptional abilities of Primera's well-known DUP series with a more modular design for easier hardware upgradeability and maintenance in the future. Meaning, any upgrades, modifications, or repairs can be performed quickly and easily so that the unit is back in production with minimal downtime.

To operate the DUP no PC is required. It's a complete standalone unit with a built-in 250 GB hard drive. Upon request a higher capacity HDD can be integrated.

Main key features of the DUP series like the **Multi-Master Recognition Technology (MMRT)** or the handling of sticky media have been improved making the DUP-08/1000 to the most reliable and industry-grade copy tower for high volume 24/7 work environments.

MMRT enables loading multiple masters at once to run multiple duplication jobs in succession as well as loading the master content to the HDD while copying the first run of discs.

Trough the 2 lines easy-to-read LCD display a multilingual operation in English, French, Spanish and German allows a simplified usage of all included functionality like:

- Auto-Copy feature
- Automatically writer disable feature
- Automatically job abort feature
- Manual Duplication Mode
- Dynamic Hard Drive Partitioning

“The high-quality Pioneer® burn drives support all common disc formats and additional special formats including CD-TEXT, CD+G or ISRC,” said Andreas Hoffmann, Managing Director of Primera Europe. “The DUP-08/1000 is perfect for companies with the need of high volume 24/7 disc production and handles a large disc capacity automatically and totally hands-free.”

The duplicator tower is priced at € 3998 (£ 3163) MSRP. Pricing for the Blu-ray DUP-08/100 model can be obtained directly from Primera Europe.

The DUP-08/1000 is the ideal companion in use with the Primera AutoPrinters to have a complete “burn and print” solution.

About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is the world’s leading developer and manufacturer of CD/DVD/BD duplication and printing equipment. Primera is known for its award-winning Disc Publisher line of CD/DVD/BD publishers including the world’s best-selling Disc Publisher SE, II, Pro and XR-Series.

More information about Primera, its history and products is available on the Internet at www.primera-europe.eu or contact Primera Europe in Germany by phone at +49-(0) 611-92777-0, by FAX at +49-(0) 611-92777-50 or by e-mail at sales@primera-europe.eu.

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