

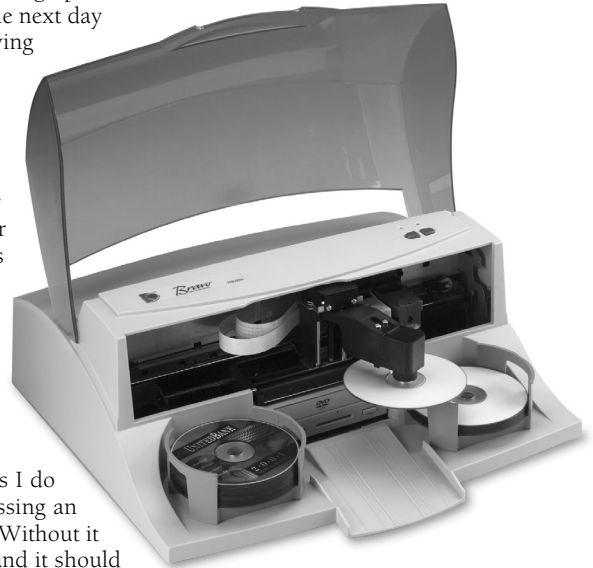


Primera Bravo™ Disc Publisher

Rick Rose: Being a staff songwriter, music producer, music school founder, live performer and operator of a music production company, the Bravo Disc Publisher is a very important tool and makes life a lot easier for someone like me. As a live performer you have the advantage of manufacturing your own CDs that look totally awesome. The graphics on the CD are great and you can run a whole bunch and have them ready for your gig the next day to sell. You can promote your latest single to fans, radio, media, etc. without having to order 500 copies. It keeps you on the cutting edge, looking professional, and having total control of how many you need to press.

The Bravo unit is great for music, dance and drama schools. Educators find the Bravo an asset because it opens you up to many different marketing approaches with what you are teaching, lecturing or consulting. As a live performer, you could produce specials or giveaways. Maybe you could sell your latest single for \$2 at one of your gigs, just to keep your activity level high and always let your crowds see that you are active in the recording world. You can also do full CDs with 12 songs and the artwork looks just like you went to a major pressing plant.

There are just so many great things that you could do with this machine. For the technical side of the Bravo, I had Nathan Chamberland, a music educator from Niagara Institute Of Music & Arts review the unit. He is a genius when it comes to the technical side of things.



Nathan Chamberland: After opening the box, reading the instructions (yes I do read the instructions) and setting up the unit, I quickly found I was missing an important element. My computer did not come with the required FireWire card. Without it the Bravo Disc Publisher does not work. The unit was rugged but sleek looking and it should take the bumps and knocks of everyday life.

After obtaining a FireWire card, I was up and running. Since it was “plug and play” there was no fuss. The card is required because of the vast amount of information traveling from your computer to the Bravo Disc Publisher. Installing the software was a breeze. It checks what you need and what you have available and proceeds to install itself without you having to, well, think.

I first ran the SureThing CD Labelling Software. The interface is neat and well organized. It comes with lots of backgrounds and allows you to import graphics you may want to include. Setting up the text as well as the graphics was very simple. Just point and grab what you want to move. Editing of my work was easy as were the choice of fonts and the size of text. Importing of graphics just needed a few clicks of the mouse to indicate where the file was located.

Printing directly onto the surface of the CD was fast. The end product was just fantastic – professional looking results. It appears you may need inkjet printable-surface CDs to get the best print results. I was impressed with the quality of the results and the ease in producing such results, as well as the automation. A little arm grabs the CD from the bin on the right, places it on another tray, takes it inside the unit and begins its printing. Once finished the arm again grabs the CD and places it in the finished bin, ready for you to take out of the unit – a really neat thing to watch.

I next made a few backup CDs just to test the speed of the unit. I loaded up the SureThing CD Labelling Software and proceeded to make myself a few CDs. Again the software is chock full of icons to basically do anything you want with the CD. Basically all you need to do for copying is to click on your CD player icon to the left of the screen and click on the CD icon that matches the CD recorder in the Disc Publisher – press go and away it goes. It is mighty fast since it makes a copy of your CD on your hard drive then copies from your hard drive to the Disc Publisher. It comes with all kinds of choices to match what work you want to do, from a simple backup, an image of your CD, copying data, audio or video. All the choices are there and very simple to use. I found it interesting that the program told me the CD in my machine was too slow to do a CD-to-CD copy since the speed of my CD player is 52x.

[The Bravo Disc Publisher prints CDs and duplicates them *simultaneously*.]

I tried both audio CD as well as data CD recording and both outcomes were fast, efficient and pro. Burning and labeling 25 CDs at a time, worry free, is something that all small studio owners should experience and utilize if you have not already. With today's low-cost digital multitracking, mastering software and shrink-wrapping, the Bravo is the last ingredient in a completely homegrown pro sounding studio product that will make your demo stand out amongst the best.

Bottom line: Make sure you have a fast computer (P3 or higher, 256 MB of RAM) that utilizes both USB and FireWire, that you use inkjet printable surface CDs or the like, and that your operating system is Windows 2000 or XP. With those guidelines in mind, you will experience the feeling of having a little disc making factory right there on your desk next to your computer working diligently at manufacturing your works that would otherwise keep you up all night.

The suggested retail price for Primera Technology's Bravo Disc Publisher is \$1,995 for CD-R and \$2,495 for DVD-R.

For more product information, contact: Primera Technology, Inc., Two Carlson Parkway N., Plymouth, MN 55447, (763) 475-6676, FAX (763) 475-6677, sales@primera.com, www.primera.com.

Rick Rose is a staff writer for Sony Music and founder of Niagara Institute of Music & Arts and Tangerine Productions. Nathan Chamberland is a veteran musician and small studio owner in Niagara Falls, ON. He teaches guitar and harmonica at Niagara Institute of Music & Arts (NIOMA) and is the lead guitar player in his band Firewall whose 1998 release Whipping Tree aired on radio stations across Canada. He is also a session musician for Tangerine Productions.