



NEWS RELEASE

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Primera partners with JVC Advanced Media to Introduce Automated Disc Publisher with Archival Grade DVD-R complied to ISO test method.

PLYMOUTH, MN, USA (September 15, 2011) — Primera Technology, Inc., the world's leading manufacturer of automated disc publishers, today announced a new model of its Bravo® Archive-Series™ Disc Publishers, now with recordable drives and media from JVC Advanced Media U.S.A., Inc.

JVC Archival Grade DVD-R complies to the Optical Disc Archive Test ISO/1EC10995 which states that recorded data can be retained safely for more than 30 years under a temperature of 25 degrees Celsius and with 50% relative humidity. The nonprofit organization, ADTC, carried out the test and certified.

JVC's Archival Grade DVD-R delivers long term data retention by the use of the company's own specially-developed dye, which controls the initial writing error at low levels. The reflective layer was also specially-developed for archival use and is designed to last the lifetime of the media.

The media has a hard-coat surface similar to that of the latest BD-R media. Compared to JVC's standard DVD-R surface, the archival media is:

- 200 times more scratch resistant
- 7 times more fingerprint resistant
- 1000 times more dust free

Primera's best-selling Bravo SE Disc Publisher will be the first device of its kind to incorporate JVC's Archival recordable drives and Archival Grade DVD-R media.

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Bravo-Series Disc Publishers automate the process of producing discs. With the included software for PC and Mac, it is fast and easy to burn and print quantities of discs or individual discs with unique information. In addition, a comprehensive Software Developer's Kit (SDK) is available at no charge. The SDK makes it easy for developers to integrate Primera disc publishers into applications such as video, film and photo archiving, Digital Asset Management (DAM), document and medical imaging and much more.

Bravo Archive-Series Disc Publishers with JVC Archival drives are able to burn the Archive Grade DVD-R as well as standard CD-R and DVD-R.

"Primera and JVC Advanced Media have been working together for almost ten years. This new automated DVD archival solution illustrates the strong cooperation between the two companies," said Mark D. Strobel, Primera's vice president of sales and marketing. "For those who need to confidently store their data for a very long time, this is a robust yet highly affordable solution. It is perfect for a host of applications in education, government, law enforcement, banks and financial institutions, medical, photo, video and much more."

Optical manufacturers, including JVC Advanced Media USA Inc., have been claiming archival lifetime based on the result of testing done without critical test details or important factors for "long time data retention" clearly stated. As a result, consumers tend to feel "safety and secure" judging from lifetime claims made by manufacturers, i.e. the longer, the better. Claims of long life are what consumers want to hear, however it is important not be fooled by lifetime parameters only! More important factors are; 1) disc design – to assure a low occurrence of initial writing errors, 2) burner quality, 3) raw material suitable for long time storage and 4) ideal storage conditions. All of these factors are extremely important to protect your data safely and for a long period of time. JVC Archival Grade DVD-R has all of the technology and know-how needed to meet these critical factors. We have developed and designed our products to meet your strict storage needs, said Max Inui, President of JVC Advanced Media USA Inc.

Pricing and Availability

The Bravo Archive-Series Disc Publisher is based upon Primera's best-selling Bravo SE. It sells for US\$2495.00 (MSRP).

Bravo Archive-Series Disc Publishers and JVC Archival Grade DVD-R media are coming soon to www.primera.com and www.primerastore.com. Call (763) 475-6676 for a brochure and additional information.

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About Primera Technology

Headquartered in Plymouth, Minnesota, USA, Primera Technology, Inc. is one of the world's leading specialty printer manufacturers. Its products are sold worldwide through Primera Authorized Resellers and Distributors in more than 167 countries.

More information about Primera and its products is available on the Internet at www.primera.com or by calling 1-800-797-2772 (USA and Canada). Outside of the USA and Canada, call (763) 475-6676 or FAX (763) 475-6677. E-mail to sales@primera.com.

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About JVC Advanced Media

JVC Advanced Media is a sales subsidiary owned by Victor Advanced Media, which is a joint-venture company owned by Taiyo Yuden Co., Ltd. and Victor Company of Japan, Limited. Its optical discs are widely accepted, especially among B2B professional segments.

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