



## Bravo Disc Publisher SE

### **Automated disc**

publishing systems have been an expensive investment, requiring some creative maths to justify the costs involved. Time saving is one thing, but money is money. The latest offering from Primera, one of the leaders in automated disc publishing, should change that equation dramatically. Now for anyone who regularly wants to produce small numbers of very professional discs, buying the Bravo Disc Publisher SE should be a no-brainer.

In essence, what you get is a box reminiscent of an old dot matrix printer, with plastic lid to shield the room from excessive noise. Inside is a tray for blank discs, a CD/DVD burner and an inkjet printer. Oh, and a fancy little robot arm that grabs discs and moves them to the next step

in the publishing process, before dropping them into an out tray.

The install process is simple – Mac or Windows – and from there the disc burn options are also a dream. Pick files or a disc image, and get ready to burn. Or tell it you want to make copies of a pre-made disc, and it will ask you to put that into its disc drive and from there the process will begin.

The printer component uses a single cartridge ink system, and delivers perfectly good on disc results. No doubt the expectation is far less for printing to a disc than on paper, but the results of both photo and colour art meet expectations and I'm sure would be met with an appreciative eye by clients.

One issue with this print process is the differences in printable discs at the centre hole. How close they

run into the centre with printable area is still quite variable – I hope at some point in future, as this kind of printing becomes more common, a standard can be set. As it is, you can set this in the software to match your discs. The default matches Primera's own 'TuffCoat' brand, which is definitely one of the nicest available and gives a print edge as close to the centre hole as possible. I also tested with TDK printables, which had at least one centimetre more clear plastic in the centre. The 'worst case' result was a need to wipe the centre area clean after ink tried to print to this area. Apart from that, results were still just fine. Just a waste of ink (which is never cheap).

One of the big surprises is the whisper quiet operation. It is in no way a distraction when sitting just a few feet away, save for a desire to watch the robotic arm do its thing. I'm sure that novelty would wear off after a few sessions.

I have not used the more expensive disc publishers, but the only major differences you can expect are disc capacity and perhaps the speed of the burner. The SE can handle a stack of 20 discs at a time. This is a great step forward for cheap, efficient disc publishing. If you have reason to burn runs of even just half a dozen discs a couple of times a month, you will be very happy with the Disc Publisher SE.

The Bravo Disc Publisher SE supports both Windows and OS X.

RRP \$2249

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