

Bravo SE Disc Publisher

EASY-BAKE OPTICAL-DISC PUBLISHER

Our first thought upon encountering Primera's Bravo SE was, "We should get the band back together." The Bravo burns and then prints labels on up to 20 optical discs in a run, completely unattended—or while you stare hypnotized as its robotic arm shuttles discs from stack to tray to print bed to output bin.

Disc burning and printing is a notoriously time-consuming task—especially in bulk—so Bravo's automated workflow (discflow?) will save you loads of time. The Bravo met its claimed 15 discs per hour output on our sample disc, which contained 600MB of data and about 50 percent ink coverage.

The bundled Discribe mastering software walks you through the process

of duplicating an existing disc or building a new audio or data disc; formats include VideoCD, CD Extra, ISO 9660, and DVD Video/Audio, but for a true interactive DVD, you need to use an authoring app such as iDVD.

The only glitch is that you have to design your art independently in a graphics app and then specify the image file in the print dialog. Fortunately, Bravo provides templates on the included CD for common disc sizes. Another concern is the cost of printable media: Primera's printable CD-Rs cost from \$.50 to \$.80 (DVDs start at \$.90) each—we used the top-shelf TuffCoat with WaterShield CD-R discs and were rewarded with



The Bravo SE is a whole cottage industry in a box.

accurate, glossy prints that didn't turn into Technicolor mud in the rain (or Dr. Pepper spill).

The bottom line. You either need a device like this or you don't. But if you do, the Bravo SE is as affordable as it gets, and its image quality will make you look like a rock star—and that's really what it's all about, hmm?
—Niko Coucouvanis

COMPANY: Primera

CONTACT: 800-797-2772,
www.primera.com

PRICE: \$1,495

REQUIREMENTS: Mac OS 10.2
or later, USB

GOOD NEWS: Burns and prints 20 discs unattended. Handy templates included.

BAD NEWS: Device and blank media are expensive. Design software not included.

