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# Primera Bravo SE

By Bill Evans

**I**f you have been doing this music thing for a bunch of years like some of us, then you have seen the accelerating changes in the way we duplicate recorded materials.

These days, "promo" in Las Vegas means DVD—and those take a long time to burn. I bought an Epson printer that prints right on the disc and looks pretty good but it is fussy and I have to babysit it. Bottom line is that duping 10 DVDs for sending to venues and agents is a several hour ordeal. Enter the Primera Technology's Bravo SE Disc Publisher.

## What It Is and What It Isn't

The Bravo SE is about the size of any desktop printer it connects via USB. Feed it a disk you and send it an image file from your Mac or PC, hit start and walk away. It is really that easy.

But before we delve into how it works, let's talk about what it should be used for. These units are great for short-run stuff. If you are doing a CD or DVD for release and printing up 1000 at a time, then you need to go to one of the reputable commercial duplicators (like Oasis, DiscMakers, MMS, Dove or any of our other fine advertisers).

## How It Works

When I opened the box, it was like any computer printer: Printer, power supply, USB cable and Discribe software for PCs and Macs.

The software includes templates for labels so you can do your design in the program of your choice and then overlay the template to see how it will print. A pretty painless process even for someone as graphics-challenged as I.

I took our DVD promo from a recent gig at the Fremont Street Experience, threw together a quick label and fired up Discribe. At first, I could not find the registration number (the manual said it was inside the package). I finally figured out that you must go through an online process to get the activation key. Not anything difficult but it did take

a little time. The Discribe software is very easy to use. Tell it what kind of job you are doing and where the source material lives (it can be a disc image on your hard drive or a master copy of a CD or DVD). Next, show it where the label graphic is (Discribe comes with multiple templates that show you what your finished disk will look like so you can create it in the graphics program of your choice. I used Photoshop). Load the spindle up with blanks, hit start and walk away. It is that simple. Make sure that you have the most recent version of Discribe (5.3.23 for the Mac as of this writing) as previous versions sometimes left the occasional disk only half printed. Using the most current software, my success rate was 100%—something I can't even say for the burner (with no printer) that is built into my PowerBook. The discs look unbelievably good. Primera sent a spindle of TuffCoat with WaterShield DVDs and they live up to their booking. Just for grins, I wet my finger and tried to smudge one while writing this. No dice. On the other hand, the ones I burned manually and printed months ago on the Epson smudged with the slightest moisture. The TuffCoat discs also give you a very nice, shiny finish that looks a lot like a commercially printed disc.

## Who's It For

So who needs one? If I were a performer who did regular promo mailings, I would love one. In fact, I may buy this one. But think about this. I just did a gig last night that was recorded at the board. How cool would it be to be able to offer recordings of THAT NIGHT'S GIG to fans on the way out the door? At an MSRP Of \$1495 and a street price up to a hundred bucks less than that it is not a small investment for an indie artist. But think of it this way: 50 of those cool CDs will run you \$34.95 and an ink cartridge (good for about 100 discs) is \$37.95. This puts your cost per disc just over a buck. Add a case and a preprinted insert and you may be up to a buck fifty per. If you sell them for \$12 a pop the Bravo pays for itself with just 150 CDs sold. That's not a lot and after that the ten bucks per disc above cost becomes part of your income stream. Something to really think about.

**Primera Bravo SE Disc Publisher—\$1495**

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