

DE: CeBIT Summary

CeBIT

From March 2-6 Primera Technology Europe attended again CeBIT, the world's largest trade fair showcasing digital IT and telecommunications solutions for home and work environments.

This year, Primera presented its brand-new Disc Publisher Pro Xi-Series. Many of Primera's visitors stopped by the booth just to see the Xi2 for real and not only through the product video available at Primera's website. They were impressed by the increased disc transport speed and the precise AcuDisc™ picking technology.

As in previous years, Primera not only was showing the products as normal disc publishing systems. The future of those machines is certainly set to vertical applications. Primera makes integration easy with its Software Developers Kit (SDK) for both Windows and Mac. The SDK is free to qualified developers. Primera is proud to be the only company in its industry that actively supports 3rd-party developers on Windows, Mac and even Linux.

While the main focus was put on disc publishing and possible vertical applications Primera's label products were on display as well. Especially the new LX900e Color Label Printer fascinated visitors with its high-quality print output and fast print speed.

On behalf of our staff, we want to thank all our national and international visitors during CeBIT. The majority of them came to our booth with specific projects in mind, and had clearly done their homework before arriving in Hannover. Let's meet again at CeBIT 2011, March 1-5.

CeBIT Impressions

CeBIT

Did you miss to stop by the Primera stand at CeBIT to see the Disc Publisher Pro Xi2 and the LX900e Color Label Printer for real? Visit this link to have some show impressions: [CEBIT-2010](http://www.primeralabel.eu/de/pages/cx1200e-faq.html)

DPII and DPPRO Discontinuation



As you hopefully know by now, Disc Publisher II and Disc Publisher Pro have been discontinued. They've been replaced by our exciting new Disc Publisher Pro Xi-Series and are no longer available. All Xi models are now on stock.

CX1200e / FX1200e FAQ's



We've updated the CX/FX FAQ's. Please discard any earlier copies you have. Both of these are up on the website and you can get more information on the respective links: <http://www.primeralabel.eu/de/pages/cx1200e-faq.html>
<http://www.primeralabel.eu/en/pages/fx1200e-faq.html>

DE: Intervitis



Primera Technology Europe is presenting its brand-new LX900e Color Label Printer at Intervitis Interfructa - the world's leading technology trade fair for wine, fruit, fruit juice and spirits at the new trade fair center in Stuttgart, Germany, March 24-28, 2010. Primeras stand is located in hall 5, stand C41.

To receive a free online visitor ticket send an e-mail with your name and e-mail address to intervitis@primera.eu. Tickets are limited. The offer is valid while supplies last.

PoINT Publisher NG - Mobile Client



The Mobile Client enables users to monitor the disc publishing process with a mobile device. The Mobile Client is an extension to PoINT Publisher NG, running on mobile devices such as Apple's iPhone or iPod touch. The PoINT Publisher NG - Mobile Client for Apple devices will be available as download from the App Store. After installation you just need to set up a network connection between your Apple device and the PoINT Publisher NG server. For the very first time users can enjoy the freedom to control media production and still be flexible and mobile. The Mobile Client lists all important production status information, shows an overview about all queued jobs and sends out notifications when administrator intervention is necessary.

Vertical Applications



KarLey Deutschland GmbH was introducing at CeBIT its several vertical applications such as RoboWeb, RoboRensic or RoboSplit. With RoboRensic you can automatically read CDs or DVDs into a computer. All that's needed is a computer, a Primera Disc Publisher, the Software and a USB Stick. RoboRensic started out as a project with a German police department focusing on forensics.

FOR MORE INFO,
VISIT US AT [PRIMERA.EU](http://www.primera.eu)

Besides the headquarter located in the US, Primera is also represented by an European office in Wiesbaden called Primera Technology Europe™ and one in Hongkong for the Asian-Pacific area called Primera Asia.

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