

News of the week

(15 - 19 June)



Primera Continues Warranty Program

Primera Technology Europe, European headquarter of Primera Technology, leading manufacturer of duplication and printing equipment, announced its extended warranty for Primera's DUP-Series Tower Duplicators. On any purchased DUP duplication system customers get now 24 months instead of the normal 12 months warranty without any additional charge. They just have to register their DUP at Primera's website www.primerawarranty.com. After the product registration the customer will be informed about their new warranty expiry date. In contrary to the launch of the extended warranty program for Primera's Disc Publisher Series, only DUP towers purchased on and after June 15, 2009 apply for the new 24 months warranty program. Further to that, the burn drives are not included in the extended warranty. To those the normal 12 months warranty apply. "Primera's mission is to offer a high degree of customer satisfaction. The new extended warranty adds to it and only serves the needs of our customers," explains Andreas Hoffmann, Managing Director at Primera Europe.

Instead of copying discs one at a time, Primera's DUP-Series of high-speed duplication systems automates the entire copying process. From a master disc the DUP produces up to 1000 disc copies in just minutes. To operate the DUP no PC is required. It's a complete standalone unit with a built-in 160 GB (250 GB for DUP-08/1000) hard drive for storage of files that need to be duplicated more than once. Source material can include audio, video, data, documents, presentations and much more. Blu-ray versions of all DUP tower duplicators are available upon request.

The board of AudioDev AB files for bankruptcy

As a consequence of AudioDev's liquidity situation and the very low demand in the market, the board has explored the possibilities of issuing new shares. The major customers of AudioDev AB have as a consequence of the global recession chosen to minimize their investments in 2009. It is likely that the investments will be limited next year as well. The largest share holder of AudioDev AB, Brihan Invest, holding 58% of the shares, has declined to participate in an issue of new shares. The Board has therefore decided to file for bankruptcy of AudioDev AB. The bankruptcy does not include the subsidiaries in Germany, the US and the affiliated company in Hong-Kong.

Carosello chooses Pozzoli for packaging

One of the historic names in independent music production in Italy, Carosello Records, has announced that it has entered into an agreement with Pozzoli Spa to use the packaging in their Ekoline range for its products. Carosello Records will be publishing all its future titles in the cardboard packaging with FSC certification manufactured by Pozzoli. The packaging will be entirely "eco-sustainable", from the cardboard to the cellophane wrapping, made of material that is biodegradable in three years.

Sony DADC opens a new plant in New South Wales

The opening of a new Sony DADC Blu-ray Disc plant in Huntingwood, New South Wales, was collectively celebrated last week by the Managing Directors of Sony companies; Michael Ephraim, Sony Computer Entertainment Australia, Carl Rose, Sony Australia and Kim Overall, Sony Pictures Home Entertainment. Joined by Senator Stephen Conroy, Minister for Broadband, Communications and the Digital Economy and Peter Colby, Managing Director of Sony DADC Australia, the occasion marked a significant milestone in the adoption of the storage format, reflecting the continued growth in consumer confidence and demand for Blu-ray content, with disc production beginning in Australia for the very first time. The new Blu-ray Disc plant is the only one of its kind in the southern hemisphere and includes three Blu-ray lines; one dedicated solely to the production of PlayStation 3 games and two for movie and other content, with a production capacity between them of 12 million discs per year.

Michael Ephraim, Managing Director of Sony Computer Entertainment Australia and New Zealand, speaking on behalf of the Sony group of companies, commented, "Australian consumers are already adopting Blu-ray faster than DVD, pushing Australia forward as one of the global leaders of the format growth, with the third highest per capita attachment rate behind the USA and UK. Research shows that as a brand, Sony is by far the most associated with Blu-ray technology, leading the market. The opening of this local production plant should send a clear message to consumers that Blu-ray is now a permanent fixture on the format landscape and that their investment in Blu-ray hardware will be relevant for many years to come."

wewow introduces low cost environmentally friendly CD wallet

To mark World Environment Day 2009, wewow are launching a unique, eco-friendly CD/DVD wallet. The WowWallet with window follows the success of 'WowWallet' earlier this year and has been developed so that it is easily customised and branded by the insertion of a CD booklet into the front panel. The window at the front of the wallet offers a unique design opportunity and the wallets can be bought in bulk with the option to print different booklets in the future if new versions of the package are required. "wewow are dedicated to ensuring that eco-friendly CD/DVD packaging is accessible for all optical media customers, regardless of budget," says Managing Director Stuart Jones, "therefore, it is important for us to offer a wide range of environmentally friendly packaging options which don't come with a big price tag and high minimum order quantities." Sharing the environmental attributes of the original WowWallet, wewow's latest innovation can be produced from FSC accredited stock or 100% recycled board and does not require any matt or gloss laminate. Furthermore, the wallet can be accompanied by an FSC accredited booklet, with the option to use vegetable based inks.