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Vinpower sees good duplicator sales



Wednesday, 10 September 2008



After adding LightScribe technology to its product line in March 2008, Ryan Swerdloff, vice president of marketing and sales, Vinpower Digital, told *One to One* that the company is making "great headway" with duplicator sales.

In a collaborative effort between Vinpower Digital and LightScribe, the new SharkCopier LS model is a Complete LightScribe Standalone DVD and CD

Publishing System. LightScribe was invented by Hewlett-Packard (HP) as a laser labelling technology to burn images onto compatible optical discs through licensed drives. "The number of online resellers that now offer LS media has more than quadrupled since we first introduced our standalone LightScribe duplicators and supplied a lower cost LS media," said Swerdloff.

Vinpower's entire product line is capable of being upgraded to LightScribe-capable units, which allows both manual towers and robotic autoloaders to not only burn data, but also burn clear images or text onto the label side of LightScribe-capable discs in a standalone duplicator for a nearly PC-free publishing system, Swerdloff explained. That's what differentiates their products from those that have applied LightScribe in the past. "We removed the need for PC-connected drives by enabling our controller to identify the LS labelling files and allow the duplicator to print LS files on LS capable discs in the same manner that it would burn data onto the recording side of the disc."

In addition, through Vinpower's deal with Imation, Swerdloff said Vinpower is able to offer HP-branded LS media at greatly reduced retail prices from \$1 per disc to as low as 29¢ for CD-Rs and 36¢ per DVD+R or -R. That makes LS-capable media on par with inkjet or thermal printable media, he said.

For more information:

- www.vinpowerdigital.com



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