



Wednesday, 09 September 2009

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First from Labelflash and Vinpower



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Vinpower Digital has introduced the SharkCopier LF stand-alone manual tower DVD publishing system that can inscribe text or full graphic labels directly onto DVDs without being connected to a computer. This is a collaborative effort between Vinpower Digital and Labelflash.

The SharkCopier LF can be used as a publishing system by first creating the disc image art on a computer, then loading the image onto the stand-alone duplicator for disc label duplication.

Vinpower Digital offers a simple Labelflash design software. Ryan Swerdloff, vice president, marketing and sales, Vinpower Digital, explained. "Labelflash is a technology that allows the laser from a writer drive's OPU to precisely burn images onto the top non-data side of Labelflash compatible DVDs. In so doing, it will create a monochrome near photo quality image and/or simple text onto the discs. Through this method of labelling, the user never has to use, pay for or worry about running out of ink or ribbon from conventional inkjet or thermal printers and yet they still have an attractively labelled disc."

Yamaha is the primary company behind the development of Labelflash. The original incarnation required the Labelflash drive to be connected to a PC in order to print, but this limited the user to labelling only one disc at a time, Swerdloff explained. "Vinpower Digital worked directly with engineers from Yamaha to develop the first and only stand-alone Labelflash multi-drive publishing system where the user can take a Labelflash file and run it through our stand-alone SharkCopier LF along every writer drive in the duplicator simultaneously."

This is reportedly a more cost-effective way to label DVDs, but also a more efficient method since the user does not have to rely of two separate devices and the device does not need to be connected to a computer to operate.

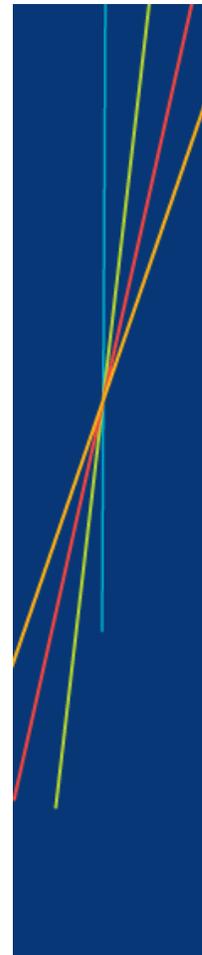
Swerdloff told *One to One*: "Duplication consumers are looking for a more cost-effective and convenient method of copying and labelling discs as opposed to the standard high cost and complicated publishing systems. The SharkCopier LF duplicators with Labelflash technology provides the right blend of affordability and ease of use for high-quality copies with attractive labelling on Labelflash capable DVD discs."



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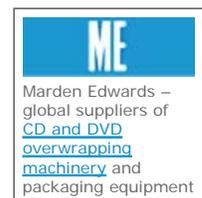
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