

# NEWS RELEASE

For more information:

Kellie Garber (Media only)

Primer Technology, Inc.

Phone: (763) 475-6676, Ext. 239

FAX: (763) 475-6677

E-mail: HYPERLINK "mailto:kgarber@primera.com" [kgarber@primera.com](mailto:kgarber@primera.com)

www: HYPERLINK "http://www.primera.com/" \o "http://

www.primera.com/" [www.primera.com](http://www.primera.com)

Sales Info: (800) 797-2772

*For Release on or after February 22, 2011*

## **Primer's RX900 Color RFID Printer is Now Shipping**

*RX900 is the world's first and only on-demand color RFID label printer.*

**PLYMOUTH, MN, USA** (February 22, 2011) — Primer Technology, Inc., a leading manufacturer of specialty printers, today announced its new RX900 Color RFID Printer is now shipping.

RX900 is the world's first and only full-color, on-demand label and tag printer that also has built-in RFID encoding technology. The RFID reader/encoding module is supplied by Intermec®, a global leader in RFID technology. It is compliant with EPC Global Gen 2 Class 1 and ISO 18000 –b and –c specifications.

“Until now, on-demand RFID labels and tags could only be printed in monochrome,” said Mark D. Strobel, Primer's vice president of sales and marketing. “With RX900, you can add color coding, high-resolution color graphics and even photo-quality images to RFID labels and tags as they're being printed. We are confident this capability opens up an entirely new set of exciting and cost-effective applications for RFID technology.”

RX900 is designed for applications that need both color and RFID, including:

File folder tracking – medical, government, insurance and more

Retail and apparel tags – for indicating sizes by color and anti-counterfeiting

Data tape tracking – for indexing by color, bar codes and RFID

Pharmaceutical labels – for printing photos of pills and for anti-counterfeiting

Oversized ID badges – for printing color photos and enabling electronic access/tracking at conventions and trade shows, concerts, marathons and other events

Wristbands – with full-color, high-resolution photos of patients and patrons and integrated RFID for tracking, positive ID and concessions

-- more --

Printer drivers are included for Windows<sup>®</sup> XP/Vista/7 along with NiceLabel<sup>®</sup> SE for Primera and a starter version of Seagull Scientific's BarTender<sup>®</sup> label design/RFID software.

### **Pricing and Availability**

RX900 is priced at \$4995 (MSRP) in the USA and Canada. It is available now from Primera's resellers and distributors worldwide and at HYPERLINK "http://www.primera.com" [www.primera.com](http://www.primera.com) and at HYPERLINK "http://www.primera.com" [www.primera.com](http://www.primera.com).

Complete product details are available at HYPERLINK "http://www.primeralabel.com/RFID" [www.primeralabel.com/RFID](http://www.primeralabel.com/RFID). Follow Primera on Facebook at HYPERLINK "http://www.facebook.com/primera" [www.facebook.com/primera](http://www.facebook.com/primera) and on Twitter at HYPERLINK "http://www.twitter.com/primera" [www.twitter.com/primera](http://www.twitter.com/primera).

### **About Primera Technology**

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is a leading developer and manufacturer of CD/DVD/BD duplication and specialty printing equipment. Its products have been sold in over 167 countries and have been installed at more than 85 percent of Fortune 100 companies.

More information about Primera, its history and label printer and accessory products is available on the Internet at HYPERLINK "http://www.primeralabel.com" [www.primeralabel.com](http://www.primeralabel.com) or by calling 1-800-797-2772 (USA and Canada). Outside of the USA and Canada, call (763) 475-6676 or FAX (763) 475-6677. E-mail to HYPERLINK "mailto:sales@primera.com" [sales@primera.com](mailto:sales@primera.com).

In Europe and Scandinavia, contact Primera Europe GmbH in Germany by phone at +49-(0) 611-92777-0, by FAX at +49-(0) 611-92777-50 or by e-mail at HYPERLINK "mailto:sales@primera.eu" [sales@primera.eu](mailto:sales@primera.eu). In Asia Pacific, contact Primera Asia Pacific in Australia by phone at +61 3 8586 3030 or by email at HYPERLINK "mailto:sales@primera-ap.com" [sales@primera-ap.com](mailto:sales@primera-ap.com).

Notes to Editors: Primera is a registered trademark of Primera Technology, Inc. All other trademarks are the property of their respective companies.

###