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Immediate Release: Birmingham NEC, UK. 23rd February 2008

Allwena, the French specialist manufacturer of professional duplication and printing solutions for CD/DVD recordable media, have announced the launch of its new CD/DVD publishing system:

Allwena *Scribe*.

Allwena *Scribe* integrates seamlessly in to any work environment, being especially useful for photographers who need to prepare professional looking labels for their client portfolios and wedding albums

This latest innovation is all about workflow and the uses the embedded LightScribe technology to produce professional looking labels every time; the publishing system has an input bin that can take up to 30 discs at a time. Each disc is placed in the drives allowing the discs to be duplicated. Once duplicated, the discs can simply be flipped and subsequently labelled, using the LightScribe technology. The publishing system is very simple to use, connecting to a PC via a standard USB cable. The user experience and automation is also improved by the use of the powerful software included in the box, provided by our technology partner Droppix. The Allwena Scribe is the perfect product for low to medium volume production runs and with LightScribe technology, there is no need to replace consumables or get stuck up with labels!

The anticipated end user price is £ 617 (€ 827) and the product will be available first from the following resellers:

Ireland & UK:

Studio Solutions

Contact : Darren Phelan – Tel. : +353 (0)1 8293540

<http://www.studiosolutions.ie>

France:

Wifissime.com

Contact : Sébastien Garcia – Tel. : 0 826 104 124

<http://www.wifissime.com>

About Allwena

Allwena is a registered trademark of Mexty Productions SARL.

Allwena is specialized in the design and the manufacture of professional solutions for duplication and printing of CD/DVD.

The reliability and the speed of execution for duplications, professional personalization and the connectivity allow a very important flexibility which makes Allwena's stations real CD/DVD publishing systems.

About LightScribe

LightScribe Direct Disc Labeling offers consumers and businesses a simple, no-hassle way to burn professional-looking, silkscreen-quality labels on their CDs and DVDs.

LightScribe extends optical media, recorders and software through an integrated system of media with special laser-sensitive coating, laser control and imaging drive modifications, and labeling software enhancements. LightScribe uses the same laser that burns data in the disc drive to create precise, iridescent labels. LightScribe technology was developed and patented by HP. A business unit of HP, LightScribe licenses its technology to optical industry leaders in drive and media manufacturing and to hardware, media and software brands. Additional information about LightScribe is available at www.lightscribe.com.

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