

Raytube Media: Saving time and money in CD/DVD publishing with the Epson Discproducer PP-100

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case study



Raytube Media

Raytube Media is a digital media company providing multimedia services such as Web site development, interactive media presentations and video productions.

Challenges

- Eliminate the overheads in time and costs involved in outsourcing disk duplication and label printing
- React more quickly to client requests for short- and medium-run CD/DVD duplications

Solution

Epson Discproducer PP-100

Benefits

- CD/DVD duplication and delivery to clients in a matter of hours
- Ability to schedule multiple jobs to run unattended overnight
- Cost savings of up to 75 per cent on outsourced CD/DVD publishing

“It’s not all that uncommon for a client to call and ask us for a rush job on producing disks containing projects we’ve done for them in the past. Because of the speed of the burners and the printing units in the Discproducer, we’re able to produce the disks and have them delivered to the client within a couple of hours.”

Peter Adams
Founder and Managing Director
Raytube Media

For over 15 years, Raytube Media has worked with its clients from the corporate and education sectors, providing a wide range of multimedia services, such as Web site development, interactive media presentations and video productions. As the company’s founder and managing director, Peter Adams, says: “Essentially, everything to do with digital media, we do!”

The need for speed and quality

In a number of cases, Raytube’s projects are delivered on custom-printed and prepared DVDs. For small numbers, it meant one of the team would be constantly swapping DVDs in and out of a PC-based DVD burner then manually printing each disk using a desktop printer. For larger runs, it required the services of an external company, which was an additional cost and could easily mean having the job backed up in a queue.

“We wanted the convenience of being able to control the burning and printing of disks while guaranteeing our clients that we could get them done quickly and, importantly, ensure the highest quality,” Peter explains.

What followed was an extensive comparison between various all-in-one CD/DVD burners and label printers. According to Peter, the unit that would eventually be chosen had to: provide an easy to use software interface, support industry standard disk image formats, be incredibly reliable, and deliver on quality. “The Epson Discproducer was the only product that met every requirement,” he says.

Set the job and walk away

With the Epson Discproducer PP-100 in operation at Raytube, the company has eliminated hours worth of effort required to produce even moderate numbers of CDs and DVDs. Using the bundled software, a team member creates a job file, which contains all the data required for burning the disk and printing. “All that’s then required,” Peter says, “is to set the job and walk away.”

It is that set-and-forget functionality of the Discproducer that is enabling Raytube to focus more on its core business of media, rather than disk, production. “It really comes down to just a few clicks of the mouse button,” Peter states. “And with the ability to queue jobs, we typically set it up so several jobs will run unattended overnight.”

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required for disk production, the number of disks already produced, and the number of disks that can be produced based on the amount of ink and blank disks remaining.

In commenting on the accuracy of disk surface printing, Peter says that even straight out of the box, the Discproducer required no calibration and has consistently delivered perfect printing results. "When the disks come out," he says, "they look every bit as good as if they'd been done by a professional bureau."

Cost-effectiveness at every level

Minimising the cost in disk production has been a reality for Raytube since the very day it purchased the Discproducer. According to Peter, when he and one of his team set out to research the disk producing unit market, other comparable products were often twice – or more – the price of the Discproducer.

Added to that is even with the Discproducer printing disk surfaces at a much higher quality than was being achieved using Raytube's in-house photo quality inkjet printer, Peter states: "We've actually noticed that the cost per disk for printing is less than was previously the case."

At the next level of cost savings being achieved by Raytube by virtue of its Discproducer is independence from relying on professional disk production bureaus. "For larger runs of 50 to 100 disks we used to outsource the burning and printing," Peter explains. "In comparison to the running costs of the Discproducer, that would be costing us three-to-four times as much."

A more responsive business

Along with providing clients with high quality digital media services, Raytube is committed to ensuring clients have the best possible customer service experience; and the Discproducer is playing its part in that as well.

"It's not all that uncommon for a client to call and ask us for a rush job on producing disks containing projects we've done for them in the past," Peter explains.

"Because of the speed of the burners and the printing units in the Discproducer, we're able to produce the disks and have them delivered to the client within a couple of hours.

"If we'd had to rely on our previous manual system or even a disk production bureau, we simply wouldn't be able to be nearly as responsive."

It's the Epson name as well

While Raytube's adoption of the Discproducer PP-100 has given it significant benefits, Peter is quick to point out that one of the compelling factors that led him to purchase the unit was the Epson name itself. "We've been using Epson printers for years in this business," he says.

"The quality and reliability have always been there, and I decided at the outset that if we were going to invest in a production unit such as this, it would have to be from a company I knew would always be there to support the product.

"From my perspective, Epson saw a need in the market for a high quality, affordable and cost-effective disk duplicator and printer – and filled it!"

For more information on Epson
Disk Publishers please call 1300 655 723.

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