

Disk publishing can make and save you money. Michael Ayers puts the Rimage 2000i to work and rakes in the rewards.

BY KAREN LINSLEY

# The producer

RIMAGE 2000i DISK PUBLISHING SYSTEM



If you burn CDs or DVDs for your wedding, portrait or commercial clients, it might be worth it to invest about \$4,000 in a Rimage 2000i disk publishing system. “You can’t afford *not* to have one,” says Michael Ayers, M.Photog.Cr.

Ayers uses his Rimage system daily to back up his hard drive, produce DVDs for

wedding clients, burn CDs for commercial clients, and make digital business cards and brochures on CD.

Disk publishing is replacing printed brochures and paper catalogs. You can produce a short film or slide show of a wedding or portrait session, burn it to DVDs and distribute it to all of your prospective clients, as well as to the wedding client as an add-on.

Ayers says all his clients love the CDs and DVDs he produces, and that the Rimage system paid for itself with the first commercial job he used it in. In fact, he makes a bundle on these products with commercial clients. For example, for an architectural firm or a grocery store client, he charges an hourly rate, then the same rate for each CD he produces for them. The fee includes usage rights, but sometimes Ayers will produce hundreds of CDs

for a corporate client, with selected images from the job, and the client’s information—and Ayers’s logo—printed on the disc.

His wedding clients love to show off their wedding images to friends on an Ayers-produced DVD. He sells them as part of a package, after adding security to the images so they can be viewed but not copied or printed.

Ayers uses an independent software program to produce short films or slide shows, then burns the shows onto disks with the Rimage system. The neat thing about Rimage is that it imprints custom labels right onto the front of the disk, eliminating the hassle of affixing peel-and-stick labels. The Rimage 2000i uses thermal inkjet printing technology that creates photo quality images, which is perfect for photographers. And, says Ayers, the Rimage produces “classy looking CDs.”

Another boast-worthy feature of the Rimage 2000i system is speed—CDs write at 60X and DVDs at 16X. He can publish CDs or DVDs with up to 15 different labels and with different content, to market to his diverse clientele.

“I can’t imagine doing business without the Rimage for the product appeal and the professional look of the CDs it produces,” says Ayers. ■

For more information, call Rimage at 800-445-8288, or visit [www.rimage.com](http://www.rimage.com).



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## specs: Rimage 2000i

**RESOLUTION:** 4,800 dpi

**PRINT TECHNOLOGY:** HP-enabled thermal inkjet

**PRINT SPEED:** 15 seconds to 2 min. per disk, depending on print quality settings

**SOFTWARE:** comes with CD Designer, QuickDisc, Production Server, System Manager, and Control Center System Recovery

**SUPPORTED OPERATING SYSTEMS:**

Windows 2000 Professional, Windows XP

**SUPPORTED CLIENTS:** Windows 2000, XP, or Mac OS 10.2 or later

**INTERFACE:** USB I.I or FireWire

**WEIGHT:** 58 pounds

**DIMENSIONS:** 21x15.75x20 inches

**MSRP:** \$3,995