

## AAV Regency buys Australia's first 4X Analyzer from DaTARIUS

Hong Kong, March 2004

The first 4X DVD Analyzers in Australia will soon be installed, following the purchase by AAV Regency of a substantial range of DVD test equipment from DaTARIUS, including four units with 4X DVD Analyzers, one CD Analyzer Replica Stamper Master 1X 2X, and one DVD Analyzer Replica Stamper 1X.

AAV Regency is an award-winning Australian replicator (Regency won 'The Age/Dun & Bradstreet Manufacturing Award' in 2002 and 2003), formed last year following a joint venture between two of the country's leading media manufacturers, AAV Limited and Regency Recordings Pty Ltd. The new company is headed by regional Entrepreneur of the Year for 2003, Fiona Horman.

"We take quality very seriously," says AAV Regency Managing Director Horman. "We need to be, with a scale of technology as significant as ours: we produce and deliver a yearly average of over 40 million DVDs, 25 million CDs, 12 million videocassettes and 10 million audiocassettes.

"Quality is about reliability and integrity, and product quality is therefore of the utmost importance at AAV Regency. In order to meet the levels of manufacturing required by our clients, particularly in the rapidly-growing DVD market, we need state-of-the-art equipment to support our dedicated and highly-trained staff."

DaTARIUS has had a long-standing and successful relationship with both of the entities that make up AAV Regency. Melbourne-based Regency Recordings relied exclusively on DaTARIUS test equipment from the start of its CD production and, more recently, for the first phase of its DVD development. AAV Australia was also a user of DaTARIUS test equipment for its Sydney-based DVD replication facility and this has allowed a good correlation in test results between the Melbourne and Sydney operations of the merged entity.

"I'm delighted that AAV Regency has again chosen the latest generation DaTARIUS equipment to support the second phase of their DVD development," says Alan Bremner, Managing Director of Opticraft, the DaTARIUS distributor in Australia. "We have had a long and valuable relationship with AAV Regency and it has been most satisfying to see them grow into a very successful business despite the rigours of a fiercely competitive industry."

The DVD Analyzer Replica 1X 4X from DaTARIUS, which forms the basis of this latest equipment delivery, is a cornerstone in DVD quality control equipment, and allows checking of replicated DVDs with single and dual layer structure (DVD-5, DVD-9, DVD-10, DVD-14, DVD-18) and written DVD recordable, at 1X and 4X speed, reducing test time by as much as 75%. It is based on the Sony DQ-400D Reference pickup and drive, and was developed in close co-operation with DaTARIUS and according to the standards of the DVD Forum. With far faster time for obtaining results, while maintaining full accuracy and traceability to standards, replicators can more quickly optimize the manufacturing processes to increase production and yields, and also reduce waste.



Fiona Horman of AAV Regency with Alan Bremner, DaTARIUS distributor in Australia



"The level of support readily available locally from Opticraft, further backed by DaTARIUS Asia Pacific in Hong Kong, has been instrumental in the success of the DaTARIUS equipment at AAV Regency," says Horman. "Opticraft is five minutes away from our Melbourne plant and they have been on hand to provide a rapid response to any issues that have arisen over the years."

Joan Lu, General Manager of the DaTARIUS Hong Kong office, comments: "The relationship between AAV Regency, DaTARIUS, and Opticraft highlights the success of the DaTARIUS approach to building good relationships between itself, its partners and its customers. AAV Regency is proof that good equipment must always be backed up with high levels of after-sales support and service."

Contact Details:

DaTARIUS Technologies GmbH  
Anton Maria Schyrle-Str.7  
A-6600 Reutte  
Austria  
Tel : +43 5672 2060  
Hotline : +43 5672 206 206  
Fax : +43 5672 206 8000  
Email : [europa@datarius.com](mailto:europa@datarius.com)  
[www.datarius.com](http://www.datarius.com)

DaTARIUS Technologies GmbH  
Unit 05, 16/F, K.Wah Centre,  
191 Java Road, North Point,  
Hong Kong  
Tel : +852 2561 2008  
Hotline : +852 2561 8078  
Fax : +4852 2561 8408  
E-mail : [asia@datarius.com](mailto:asia@datarius.com)  
[www.datarius.com](http://www.datarius.com)

*Editor's notes:*

*DaTARIUS: DaTARIUS is a world-leading supplier of test equipment, not just proving but also improving optical media quality through comprehensive products and services embracing process optimization. Our Analyzers and Evaluators support all formats: pre-recorded, recordable, and rewritable, and our revolutionary DaTABANK technology is fully Blu-ray (BD) and HD-DVD enabled. Complementing these testers: optimization, including our MF DisCo temperature regulator; and inspection, with print label, disc orientation and ident code validation. We also offer extensive training through our service and test centres worldwide. For the past 18 years DaTARIUS has been at the forefront of optical media technology with our commitment to the future of the industry and our customers.*

*AAV Regency: AAV Limited's VHS manufacturing business was launched in 1980 with its start up client, Fox Home Entertainment; its DVD manufacturing plant was launched with a single DVD line in 2000 and capacity trebled in just over two years. AAV was the first DVD manufacturer in Australasia to establish a totally integrated manufacturing and distribution service.*

*Regency Recordings was the first to produce audiocassettes in Australia and, through significant investments in new technology, became a leader in the manufacture of audiocassettes, CDs and DVDs in Australia, recently trebling its DVD capacity.*

Head Office - DVD/CD Replication and Audio Cassette Duplication

1/11 Urban Street,  
Braeside, Victoria,  
3195, Australia.

Tel.: + 61 3 9587 1956

Fax: + 61 3 9587 2384

Email: [info@aavregency.com.au](mailto:info@aavregency.com.au)

[www.aavregency.com.au](http://www.aavregency.com.au)

