

## New Look website for the DaTARIUS Group

The DaTARIUS Group is pleased to announce the launch of its new look website.

word-protected areas for customers, offering yet another level of customer service.

The new website retains much of the feel of the original website, but has been redesigned to reflect the forward-moving strategy of the company, with its focus on the three main fields of optical media manufacturing: Measure, Inspect and Optimize.

In addition to detailed product information and a press area with downloadable photographs, the site also offers a wealth of corporate information, industry events, and pass-

**“The new look website reflects the way in which DaTARIUS has changed and is moving forward to reinforce its presence as a leading player in the arena of quality control solutions,”** says Thomas Hackl, Chief Commercial Officer of the DaTARIUS Group.

Visit the new website at [www.datarius.com](http://www.datarius.com).

## Media-Tech Showcase & Conference Frankfurt 2003

### A review



Exceeding expectations...standing room only for the DaTARIUS presentation

The second Media-Tech Showcase & Conference, which recently took place in Frankfurt, Germany, exceeded all expectations for the DaTARIUS Group.

**“As many of the other exhibitors, we thought that the show might not be very well attended,”** says Marketing Manager Cédric Col-

lard **“The final decision to join the event was made virtually at the last minute.”**

The show was very well attended: the Media-Tech Association’s prediction of 1,000 attendees was met on the first day, with visitors to the conferences and exhibitions from across the globe.

DaTARIUS gave a presentation on the second day, which received huge interest from the show attendees. Thomas Hackl, CCO of DaTARIUS, spoke on ‘Innovative Solutions for CD and DVD Pre-recorded and Recordable Manufacturing’, and the Hamburg room was packed to capacity with several people standing at the back to hear the presentation.

The presentation is available for download on the DaTARIUS website under the Media-Tech website: <http://showcase.mediatech-expo.net/showcase/showcase/index.htm>

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## Media-Tech Showcase & Conference Frankfurt 2003 (cont)

DaTARIUS enjoyed great success not only with the conference, but also with its display of equipment, with a constant flow of visitors to the booth, including two customers who finalized deals at the show. One German-based company reasserted its confidence in DaTARIUS systems with the purchase of a leading DaTARIUS product: a DVD analyzer for pre-recorded DVDs, which performs analysis at 4X.

"I am very happy that several progressive players in the (European) industry have opted for the 4X DVD Analyzer to complement their existing DaTARIUS systems," said Christian Obermair, DaTARIUS Sales Manager for Central and Eastern Europe, and responsible for the sales at the show.

Christian Obermair (left in picture) with another satisfied customer at the MediaTech shake hands on another sale.



## DaTABANK™ at Universal Music



Pictured above, (from left to right) are (from Universal) Mrs. Lottmann, Mr. Schubert, Mr. Beer, Mr. Leister, Mr. Wengler, Mr. Beuko, and Mr. Mansfeld) and from DaTARIUS, Mr. Feurstein and Mr. Kropf.

Extensive customer trials of the DaTABANK™ quality control system are now taking place at Universal Music in Langenhagen (Germany).

When the latest innovation in test equipment from the DaTARIUS Group – DaTABANK™ – was first presented at the MediaTech show in Las Vegas earlier this year, it represented a new direction for quality control with its modular, top loading design, unique software and the Quality Web method of displaying results.

DaTABANK breaks away from traditional rack-mounted designs, and is based upon a modular concept whereby a central control unit (DaTABANK Hub) acts as a data management centre for a networked array of DaTASTATIONS incorporating analyzers. Each

DaTASTATION is equipped with up to four separate top loading drives and a central measurement system. Following further refining (in conjunction with customer feedback), the DaTABANK™ is now undergoing external trials at a customer location.

The DaTABANK™ was recently installed at Universal Music in Langenhagen (Germany) under the watchful eye of Mr. Rolf Wengler (Dipl. Ing.) in the Quality Department, and his Technical Support team.

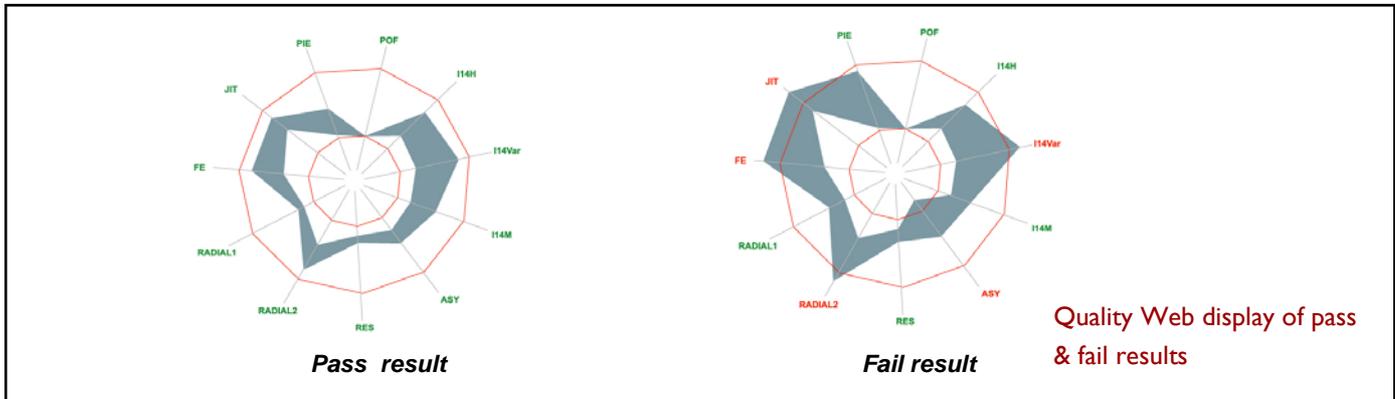
Mr. Wengler was recently interviewed and gave us his thoughts about the DaTABANK™.

What were your first impressions of the DaTABANK™ after its installation at Universal? **The touch screen makes it easy to handle, as is starting the discs at the drives.**

The DaTABANK™ presents the Quality Web as a visual means for displaying results. Do you see this as being an important aid to the operator? **Yes! Better than a table or a graph. You see the values of eight or more parameters clearly displayed in one picture.**

Peter Pohl, R & D Manager at DaTARIUS Technologies, added that the Quality Web was designed to be more than just a pretty visual display. "It gives the operator a clear overall status of the process with eight or more parameters being easily identifiable through the shape displayed by the Quality Web. It makes it easy to check events within certain process windows and in addition the Quality Web allows an immediate Continue / Stop decision from the visual representation displayed."

## DaTABANK™ at Universal Music (cont.)



Do you see the modular concept of the DaTABANK™ being readily accepted by the industry? **Yes. It can be used for offline or inline testing and process optimization, and it is prepared for future formats such as Blu-ray.** How important do you rate the Internet backup service to the system? **It is very important for us because we don't need to spend time installing new updates. During our**

**test runs it will be very helpful to have direct contact with the research people.** How important is it to you to have real-time testing and real-time signal processing carried out digitally? **This is very important as it will enable us to examine faults that we previously have not been able to analyze.**

### Distributor in the spotlight: Optical Disc Group



Reza Shaybani is the Managing Director of ODG and a well know and respected face of the Optical Media Industry globally. Reza has been involved in several successful turnkey projects in Europe and Middle East since the early 1990s. Reza has been working with DaTARIUS since the mid 90s and has contributed to the success of DaTARIUS in the Middle East market. 2003 has been a very successful example of the partnership with several sales in both the recordable and pre-recorded market. Reza is also the founder and director of Discjobs.com, the only online recruitment website dedicated to the optical media industry.

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Optical Disc Group is an engineering company active in the Optical Media Industry with offices in the UK, Tehran, Riyadh and Dubai. The company offers turnkey solutions for the manufacturing of all formats of optical media. With over 10 years of experience and a wide range of activities, Optical Disc Group offers project planning, site preparation, feasibility studies, supply of equipment and also supply of experienced personnel.

Optical Disc Group is the exclusive sales and support representative of STEAG HamaTech AG, DaTARIUS Technologies, Kammann and a number of other companies in the UK, Middle East and Africa.



## New appointments within the DaTARIUS Group

DaTARIUS is pleased to announce the following appointment to the DaTARIUS Group.

Dr. Wlodek Mischke as Business Development Manager for the DaTARIUS Group. Mark Ridout as Chief Financial Officer for the DaTARIUS Group and Ricky Yipp as Customer Services Engineer in Hong Kong.



Dr. Mischke has been closely involved in the world of optics and lasers for many, many years having begun his career as an Academic researcher in Poland before moving to Holland to further his research. He worked in various fields, including gas laser technology, optical mass storage systems and testing systems for optical media.

Upon completion of his academic research

in 1986, Dr. Mischke was involved with a number of application research projects within the Optical Data Storage industry and has guided several Data Storage projects for the industry (including Toolex and ODME) within Europe. For the past 10 years he has been a key figure in the development of recordable media technologies, including future formats such as Blu-ray.

“Wlodek’s appointment heralds a new direction for DaTARIUS,” says Thomas Hackl, CCO of the DaTARIUS group. “His background and extensive knowledge of the recordable media manufacturing process will be valuable in strengthening the ties between DaTARIUS and disc manufacturers within the optical media industry.”

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Mark is a graduate Chartered Accountant with several years of experience in the pharmaceutical and FMCG (Fast Moving Consumer Goods) markets with names such as E Merck, Bristol Myers Squibb and Duracell. In addition to his role as a Chartered Accountant, Mark has successfully led a variety of other fields including; Administration, Personnel, Purchasing and Facilities Management.

DaTARIUS group. “We are delighted to have him join DaTARIUS.”

Mark will be initially based at the DaTARIUS group headquarters in Reutte for up to six months where he will supervise the implementation of a new ERP System. He will then divide his time between the DaTARIUS offices in Europe, Asia and the USA.

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“Mark brings with him extensive management experience at operational, divisional and corporate levels which will make him a great asset to this company,” said James Steynor, CEO of the



‘The addition of Ricky to the Hong Kong Customer Service team with his years of experience in the optical media industry, and CD-R production in particular, will strengthen the dedicated support that the Hong Kong office offers to its customers in Asia.

Ricky will act as backup to Rex Ian on the Hotline, but will also be involved in on-site installations and customer training.

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## Replication EXPO 2003 Shanghai



DaTARIUS invites you to the 5th China International Exhibition and Conference on Replication and Duplication Equipment and Technology for Magnetic and Optical Media in the Shanghai Everbright Convention & Exhibition Centre between December 3<sup>rd</sup> and 5<sup>th</sup> 2003.

DVD±R/RW Analyzer; the CD-R Analyzer 8X and the DaTABANK™ multi-speed solution for recordable and pre-recorded DVDs. Process Optimization solutions include the MF DiSCo and the Sprue Recycler; Inspection systems on display will include Ident Code and Print Label solutions.

Another important feature of the show will be a technical presentation from Dr. Wlodek Mischke (Business Development Manager at DaTARIUS Technologies GmbH) on "Innovative Solutions for Recordable Optical Media". Dr. Mischke, one of the leading figures in the recordable media industry, will discuss the relationship between testing and the manufacturing process. This presentation will take place in the Everbright Centre on the 2<sup>nd</sup> December at 17:00.

DaTARIUS, one of the few companies to offer a comprehensive product range covering each stage of the manufacturing process (MEASURE, INSPECT & OPTIMIZE), will be presenting its 'Innovative Solutions' for the media manufacturing industry – in particular, new products designed specifically for recordable media.

We look forward to welcoming you to our booth (# D 50)

Measure product highlights will include the all new

## DaTARIUS Exhibits in Shanghai: A preview

### Measure

#### CD-R Analyzer 8X



The CD-R Analyzer 8X is a self-contained desktop system that can check blank or recorded CD-Rs, according to Orange Book specifications, in one module, using reference or 8X speeds. It allows for split tests (up to 4 analyzer modules) and provides full digital and logical analysis and error mapping.

Digital error mapping, which provides a visual representation (Radar map) of the problem areas on the disc, allows for a rapid diagnosis and handling of the problem. An Engineer can pinpoint the exact location, nature and severity of errors on the disc or stamper, see their shape and size, and correct the problem quickly. This tool can save significant time and money in resolving quality issues for mastering, replication and duplication.

#### DVD±R/RW Analyzer

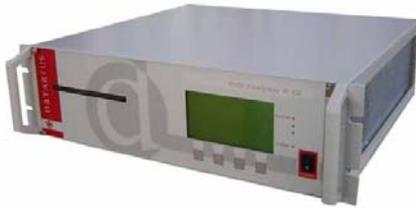


The DVD±R/RW Analyzer IX is unique in supporting all DVD recordable and rewritable formats: (DVD+R, DVD-R, DVD+RW, DVD-RW). It is based on a Sony DVD Reference Pickup Drive, and can be provided as a standalone system, or integrated into an existing DaTARIUS System. It analyzes blank and recorded DVD media, with measurements according to the DVD Forum and Philips Industry specifications.

## DaTARIUS Exhibits in Shanghai (cont)

### DVD Analyzer Replica 1X 4X

The DVD Analyzer Replica 1X 4X, with multi-dimensional calibration, is a direct response to a key industry requirement: faster DVD testing times. A complete DVD test can take up to 100 minutes, but DVD producers need faster test results with the same accuracy, comparability and repeatability as tests performed at reference speed



The Analyzer also provides 4X and reference speed testing in one module, according to DVD Forum specifications. It handles both single and dual layer pre-recorded discs, as well as written DVD recordables, checking all electrical signals, including jitter. A double-check function allows a disc that fails at 4X to be re-measured at reference speed. To optimize the use of the Analyzer, we recommend the use of the 4X for the on-track measurements (speed dependent parameters) in combination with a 1X Analyzer for the open-loop measurement (non speed dependent parameters) as, when a 1X Analyzer is combined with a 4X in split mode configuration, the time and speed advantages gained outweigh any other combination available.

### DaTABANK™

Quality control specialist DaTARIUS has introduced an entirely new approach to testing with its latest system, the DaTABANK, in order to help replicators realize a faster and simpler, yet more customizable process.

Breaking away from traditional rack-mount designs, the DaTABANK consists of modular units in combination. A control unit, called DaTABANK Hub incorporates a monitor and printer. It serves as the data management centre for a networked array of modular units, called DaTABANK Stations, equipped with analyzers. The DaTABANK Stations are each equipped with four separate, top-loading drives and a central measurement system.

DaTABANK, complements the existing DaTARIUS product groups of Measure, Inspect and Optimize. The key focus for



the system is the high-speed measuring of DVD recordable ( $\pm$ R/RW), though initial demonstration systems offer 4X DVD (pre-recorded) measurement including the usual plethora of technical parameters, such as track pitch, digital error, HF signals, jitter, and space layer. However, DaTABANK is "Future-proof" and can be adapted for all other formats, including Blu-ray.

### **Inspect**

#### Ident Code & Print Label Inspector

The Ident Code & Print Label Inspector is a combined product to help replicators ensure that no mixed product is delivered to the end user. It safeguards against mixed product at all stages of optical disc manufacturing and, during replication, it protects against mixed disc halves on twin lines. A system placed at the printing stage is one of the most popular configurations, verifying that data on the disc matches the label being applied. The Ident Code & Print Label Inspector has been designed to recognize most major Asian characters as well as the standard Western ones.



### **Optimize**

#### Mould Temperature Regulator

The Mould Temperature Regulator optimizes the replication of all formats, including pre-recorded and recordable/rewritable CD, DVD, and smart cards, and helps to reduce cycle times. It replaces the standard built-in cooling unit, which usually controls only the coolant's initial and return temperature. Quality benefits include improved jitter values and birefringence values RAC/VAC, as well as precise control over tangential & radial dishing.



The Mould Temperature Regulator uses patented technology, and supports any optical media format. It is easily integrated into the moulding machine control system, has low power and water consumption, is easy to install and use, and requires very low maintenance. Temperature optimization for sprue bushing and punch areas is also available.