

Media-Tech Expo 2003 a success for DaTARIUS

Reutte, Austria, 23rd May 2003: With several new products being launched, there was a great deal of activity and interest surrounding the DaTARIUS booth at this year's Media-Tech Expo in Las Vegas, resulting in the successful conclusion of several sales negotiations.

"The show was a big success for us," says Thomas Hackl, director of sales and marketing for quality equipment manufacturer DaTARIUS. "The equipment we presented showed our strength in development and our high standards in manufacturing. The presentation of the future concept DaTABANK attracted a great deal of customer attention, as did the other systems we launched at the show.

"Often companies announce that they have made sales at a show when really they have closed ongoing deals. DaTARIUS not only closed several deals during the course of Expo 2003, our booth there also generated new deals right on the show floor, some of which we closed by the last day. We did a lot of good business at Expo 2003 and that is what exhibiting at an industry event is all about!"

The company used the show as a launch for the new DaTABANK – a revolutionary top-loading test centre with the 'Quality Web' display: a totally new concept in how disc parameters are presented. The configuration shown at Expo 2003 was a multi-speed DVD analyzer measuring technical parameters such as track pitch, digital error, HF signals, jitter, and space layer. DaTABANK units can be built up in arrays and the system can handle all formats, from CD and SACD to pre-recorded and recordable DVD, and is Blu-ray ready.

Also launched at the show were the company's CD-R Analyzer 8X, a DVD Evaluator Replica 8X and a DVD +/- R/RW Analyzer.

DaTARIUS also had a strong presence at the show, with two workshops:

Calibration Demystified: Calibration is a complex topic, which many manufacturers find frustrating. DaTARIUS decided to demystify this topic. What are the industry references? Is calibration needed? How often? Which methods are available? In which case/application should a method be used? Peter Pohl, R&D Manager DaTARIUS Group went through all these questions and brought the calibration of measuring equipment to the most understandable level.

DVD Troubleshooting: Thomas Hackl, Sales & Marketing Director DaTARIUS Group, provided a 'troubleshooting' session, in three parts, on DVD manufacture. The first was a step by step review (pre-mastering–mastering–replication–print–packaging) of the typical failures that can arise and possible solution(s)/preventative measure(s) that can be taken. He then provided four cases studies on Reflection (I14H), Birefringence (BIR), Digital Errors (PIE, PIF, POF) and Jitter. The workshop concluded with a forum between the audience and DaTARIUS process experts.

For more information, or copies of the workshop presentations, contact:

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Editor's notes:

DaTARIUS Corporate Information

The DaTARIUS Group is an international company focused on providing solutions to the optical media manufacturing industries. DaTARIUS has over 18 years' experience in the manufacture and distribution of equipment for inspecting, measuring and optimizing at every stage of the optical media manufacturing process.

DaTARIUS is unique in providing equipment for the whole production process right through from pre-mastering to print and packaging. In addition, DaTARIUS also develops and supplies process optimization equipment such as sprue recycling and mould cooling systems. This broad product range is supplemented by a consulting and training service.

With headquarters in Reutte, Austria (R&D sales and service), and regional offices in America (R&D, sales and service) and Hong Kong (sales and service) the company has a global team of 85 employees and a extensive sales and service support network covering every major market of the globe: North America, South America, Europe, the Middle East, and the Pacific Rim.

For more information on the company and its products, visit www.DaTARIUS.com

