

## James Steynor elected onto Board of IRMA

James Steynor, Chairman and CEO of the DaTARIUS Group, was recently elected onto the Board of IRMA (International Recording Media Association) at its Recording Media Forum held in the Californian town of Indian Wells.

“We wanted a board member from a test equipment supplier that is well established and has a good reputation among its contemporaries and customers, ” says Charles Van Horn, “and DaTARIUS has always been at the forefront of industry developments. James has been in this

industry for many years, and is well versed in the various sectors of it, from tape to optical disc. We are delighted to welcome such a well-known – and outspoken – person to the board.” The association board is a virtual ‘Who’s Who’ of the entertainment and optical media industries, represented by companies such as Technicolor, Cinram, Carthuplas, Sony DADC, UML, The Dering Corp, Deluxe Global Media Services, Imation Corporation, and other major players.

“I am very pleased to join the IRMA board,” says Steynor, “I have been a staunch supporter of IRMA for many years and feel the association has an even stronger role to play now with the challenges ahead regarding the new blue laser formats. Having a position on the board highlights the DaTARIUS commitment to the industry. We are strong believers in proactive involvement in our industry, and helping to drive it forward, rather than passively accepting market forces.”

Steynor’s election now provides DaTARIUS with representation in the two major industry associations – last year Thomas Hackl, DaTARIUS CCO, was voted onto the board of the Media-Tech Association in the role of secretary.

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**James Steynor Chairman and CEO DaTARIUS Group,  
Charles Van Horn President, IRMA**

*Editor's notes:*

*DaTARIUS is a world-leading supplier of test equipment, not only proving the quality of media but helping to improve quality through comprehensive products and services that embrace process optimization.*

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DaTARIUS Group

The Quality People – measurement, inspection, and process optimization solutions



*DaTARIUS produces quality control systems for all formats: pre-recorded, recordable, and rewritable, and its revolutionary DaTABANK™ technology is fully enabled for BD and HD-DVD testing.*

*While DaTARIUS test systems come under the general heading of measuring equipment, incorporating Analyzers and Evaluators, the product family extends into two further areas: process optimization, with the MF DisCo temperature optimization system and Universal Sprue Recycler; and inspection, with print label, disc orientation and Ident code validation.*

*DaTARIUS also offers extensive training through its service centres worldwide. For the last 20 years the company has been at the forefront of this technology and it is fully committed to the future of its customers.*

