



Media-Tech Showcase & Conference Frankfurt 2003

Reutte October 2003

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 Collard “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 mediatech website <http://showcase.mediatech-expo.net/showcase/showcase/index.htm>

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. A 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, DaTARIUS Sales Manager for Central and Eastern Europe with another satisfied customer shaking hands on a deal)

DaTARIUS would like to thank the Media-Tech Association and MFA for this splendid event, and we are all eagerly anticipating the next Media-Tech Expo, back in Frankfurt next May.



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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.

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