



New CTO for DaTARIUS

Dr Andrew Dumbill, previously Managing Director of DaTARIUS USA, has been appointed to the position of Chief Technology Officer of the DaTARIUS Group, and also becomes a member of the DaTARIUS management board. He will be based in Europe, and will assume responsibility for all worldwide DaTARIUS R&D activities.

"Andrew is exceptionally well qualified for this key important role," says DaTARIUS Chairman and CEO James Steynor. "He combines a technical background with a great deal of experience in our industry. His expertise will be a great benefit to DaTARIUS as he moves our R&D teams forward, with an emphasis on the new high density formats such as BD and HD-DVD."



Dr Andrew Dumbill
CTO DaTARIUS Group

Dr Dumbill will also focus on expanding the existing technologies for all products in the DaTARIUS ranges: Inspect, Measure and Optimize.

"I am delighted with my new role, which draws heavily on my technical and practical experience in the industry," says Dr Dumbill. "Today's marketplace, with its variety of new formats, provides many challenges, and I am looking forward to tackling these with the professional and highly skilled DaTARIUS team."

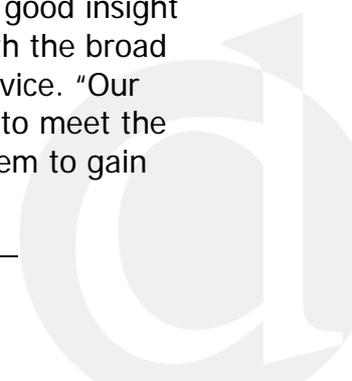
Rick Nuffer will take over the reins of the DaTARIUS US operation, and he will operate from the Irvine, California office. He brings with him over 15 years of experience in the recording media industry, including a position as Vice President and General Manager for Singulus Technologies, and several years at Panasonic Video Duplication.



Rick Nuffer
Managing Director DaTARIUS USA

"Under Rick's leadership, we expect to move our Irvine operation ahead on all sides – sales, service, and training – to strengthen the DaTARIUS position in the US market," says Steynor. "We already have a well-established service structure in the USA but we are also introducing online support with our new flagship DaTAVIEW™ user interface software and we see this as a new milestone in customer support."

The US market has its own special requirements, and Nuffer's background gives him a good insight into these and how to meet them with the broad range of DaTARIUS products and service. "Our testing and optimization solution will help manufacturers to produce discs to meet the increasingly demanding US market," Nuffer explains. "We will also help them to gain



control of their production costs, by saving energy and reducing waste, which is a vital consideration in today's ever more competitive environment."

Nuffer, who joined the company in January, will be with the DaTARIUS team at May's Media-Tech Expo in Las Vegas.

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
www.datarius.com

DaTARIUS Technologies, Inc,

15-A Marconi Avenue
Irvine, CA 92618
USA

Tel +1 949 452 9211
Hotline: +1 886 383 8378
Fax +1 949 452 9214
Email americas@datarius.com

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.

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.

