

DaTARIUS Technologies announces organizational change in Thailand.

Hong Kong January 2004

DaTARIUS Technologies has announced that, after a close three year co-operation with Optigram Mastering Co Ltd, it is by mutual consent that the distribution agreement between the two companies in Thailand will cease by the end of January 2004.

“The rapid growth of the DaTARIUS product portfolio, within the last 12 months, in the fields of Measure, Inspect and Optimize, along with increasing demands from a growing Thai market, meant that we needed to re-evaluate our strategy for Thailand,” says Thomas Hackl, Chief Commercial Officer of the DaTARIUS Group.

As Optigram has a strong name in the mastering industry within Thailand, both parties felt that the best way to serve the growing Thai market was for each to concentrate on its own strengths. DaTARIUS will expand its sales and service support, and develop the market for quality control systems within Measure, Inspect and Optimize through the Hong Kong office, and Optigram will concentrate on developing its mastering business.

“Optigram and DaTARIUS Technologies have achieved much together in the three year partnership with a high quality of service and support,” says Joan Lu, General Manager for DaTARIUS Technologies (Asia). “I look forward to being able to announce our long term plans for the market in Thailand within the next couple of months, however, in the meantime, our office here in Hong Kong will continue to supply the same high level of quality service and support that Optigram has provided our customers in Thailand.”

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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

DaTARIUS Technologies GmbH

The quality people – measurement, inspection, and process optimization solutions



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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

