

## European Blue Days and DVD Forum VPC Seminar in Austria followed by Asian Blue Days (GuangZhou and Beijing)

In September, under the Tyrolean blue sky in the heart of the Alps, leading companies from the optical media industry gathered for three days at the DaTARIUS headquarters for the European Blue Days and the DVD Forum's VPC Seminar.



Representatives from DCA, Oerlikon, QOL, Tapematic, technotrans, Singulus and Singulus Mastering provided their insights into blue media technology and practical experience. This exchange of information on high definition formats included expertise in pre-mastering, mastering, galvanics, replication, finishing, and quality control as provided by DaTARIUS experts.

Following technical presentations, representatives from the DVD Forum explained the latest regulations and procedures on the DVD and HD DVD verification procedures.

"The Blue Days are a key event for knowledge and experience exchange," says Cédric Collard, Group Marketing Manager, DaTARIUS. "We were delighted to have Xavier Le Pleux from QOL (a pioneer in HD DVD who recently ordered a BD line from Singulus), and representatives from InfoDisc Germany who recently opened their BD manufacturing. These companies have real experience in high definition format production and it was a valuable meeting for all other manufacturers still planning to move into manufacture of these new formats."

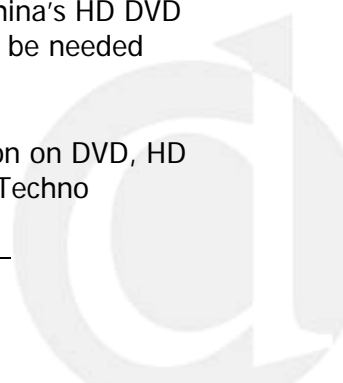


Jeremy Wills from Understanding and Solutions also provided to the audience with the latest market information. This is encouraging: high definition displays are getting cheaper, content is increasing, and player prices for both BD and HD are coming down. HDTV is also becoming more prevalent globally. All factors are helping with the household penetration of HD and BD.

As a sequel to the European Blue Days, at the end of September in Guangzhou and Beijing, DaTARIUS held two customer training days, focusing on specific Asian requirements.

"With over 100 attendees, this was a success in the current market situation," says Joan Lu, Managing Director DaTARIUS Asia-Pacific. With the announcement of CH DVD, China's HD DVD format, China has entered the high definition world. HD TV and optical media will be needed before the Olympics Beijing 2008, and all manufacturers want to be HD ready."

Anwell and Singulus co-operated with DaTARIUS on supplying updated information on DVD, HD DVD (CH DVD) and BD production and quality control. Susumu "Sam" Kato from Techno



Systems Research (a Japan-based market research company) provided an update on the worldwide disc and drive market situations with a focus on the Asian market.

Keep your agenda up-to-date!

The next European Blue Days will be during the Q1 of 2008, with plans for a US version.



### ***About DaTARIUS Technologies GmbH***

*The DaTARIUS Group is a global company focused on providing solutions throughout the optical media manufacturing industries. DaTARIUS developed the first commercial CD test system and has over 20 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 entire production process right through from pre-mastering to print and packaging. Its products are suitable for every optical media format – pre-recorded and recordable – from CD & DVD through to the new blue laser BD and HD DVD formats, and other emerging formats such as HD VMD.*

*In addition, DaTARIUS also develops and supplies process optimization equipment, such as sprue recycling and mould temperature regulations systems. This broad product range is supplemented by consulting and training services.*

*Beyond optical media, DaTARIUS, in partnership with InPhase, is developing quality control equipment for the next generation of holographic formats.*

*With headquarters in Reutte, Austria (R&D, sales and service), and regional offices in America Germany, Japan, China and Hong Kong, the DaTARIUS Group has a global team of 100-plus employees and partners with an 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](http://www.DaTARIUS.com)*

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