

## DataPlay / DPHI Datarius gains official DVD Class-A Lab status

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### The DVD Forum has certified the facility in Reutte, Austria as a DVD Class-A Lab

**Reutte, Austria / Longmont, CO (February 27, 2009)** — DataPlay GmbH / DPHI Datarius Inc. has achieved DVD Class-A Laboratory status through the DVD Forum. DVD-ROM and DVD-VIDEO manufacturers need the DVD Forum Class-A LAB certification prior to introducing their products to the marketplace. The DVD Class-A Lab offers all types of testing (electrical, physical, content, video/audio streaming) in accordance with the DVD Forum Specifications. DataPlay GmbH / DPHI Datarius Inc. will also provide consulting services, access to experts for quality control solutions and process optimization, and in-depth training on optical media properties.



#### **A-Lab Mission Statement:**

Class-A Laboratories (A-Labs) provide expertise in DVD technologies and services. They are managed by the DVD Forum Steering Committee members and/or leading companies in the development of DVD Formats and must satisfy the following tasks:

- Execute comprehensive DVD verification (First Production Model and Next Production Model)
- Execute services requested by the DVD Forum (e.g. market inspections)
- Contribute to further development of test specifications, testing criteria, specification interpretation, and testing methods and procedures
- Provide technical support to other Class-A, Class-B, Class-C Labs, DVD FLLC, and the DVD Community
- Contribute to the development of innovative test tools and procedures
- Provide services to the DVD FLLC (e.g. market inspection, market monitoring, et al)

DataPlay A-LAB Team: Alexander HAID,  
David BENSEL, Mathias Kirschner and  
Peter POHL (from left to right)

DataPlay GmbH in Reutte, Austria and DPHI Datarius, Inc. in Longmont, CO remain committed to the optical disc market and support all optical disc formats including CD, DVD, and Blu-ray. Full Stamper and Replica signal analysis as well as stamper physical measurements such as back side surface roughness and complete thickness measurement and mapping are all capabilities in the Reutte Facility.

DataPlay customer, Robby Vasil, Purchase Manager at CDA Datenträger Albrechts GmbH states, “DaTARIUS/Dataplay has been a valued supplier to CDA for many years now. When we needed assistance on DVD QA issues, Datarius was always a helpful partner to CDA in all related respects.” The Class-A Lab certification is another step toward DataPlay’s / DPHI Datarius’ goal of superior technical support for all optical media customers.

**About DataPlay GmbH / DPHI Datarius, Inc.**

DataPlay GmbH / DPHI Datarius, Inc. (<http://www.datarius.com>) is a newly formed 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.

**About DPHI, Inc. / DataPlay**

DataPlay (<http://www.dataplay.com>) provides advanced optical solutions and engineering services to a wide array of customers. Headquartered in Longmont, Colorado, DataPlay is a global innovator in optical storage technology. The company has a long-standing history developing and delivering technology uniquely suited for digital content distribution, including advanced digital rights management and content access. The company holds more than 100 U.S. Patents, in the areas of optical storage devices, media and content distribution.

For more information regarding DataPlay’s or DPHI Datarius’s products, please contact Jay Matthews ( [jmatthews@dataplay.com](mailto:jmatthews@dataplay.com) ) or visit [www.dataplay.com](http://www.dataplay.com) or [www.datarius.com](http://www.datarius.com).