

MediaMotion chooses DaTARIUS Inspection System

MediaMotion, one of the largest European CD and DVD producers, has chosen DaTARIUS to supply it with systems for print and packaging quality control. MediaMotion has the capacity across Europe to produce 400,000 DVDs and 1.4 million CDs per day, and also offers hybrid formats such as DualDisc and TVD (thin video disc).

Today optical storage devices such as DVD and CD face a number of contenders for audio and video delivery: USB sticks, MP3 players, and VOD (video on demand), for instance. The advantage of packaged media is the look and feel of the physical disc and its decorative packaging. Ensuring the perfect look is crucial for packaged media. MediaMotion is fully aware of this requirement and trusts DaTARIUS systems to prevent product mixing and low quality printing.



Hans van der Pol - Mediamotion Breda
Plant Manager



MediaMotion recently equipped its printing and packaging facility with three DaTARIUS combination systems for print and ident code inspection. "This combo unit is fully integrated in the printing machine and both applications run under the same software user interface," says Joost van Erp, MediaMotion's R&D Manager. "The touch screen feature makes operation very straightforward and, when changing jobs, the training of the system for new ident code and print recognition and inspection happens in a couple of minutes."

"It is a pleasure to provide MediaMotion QC with inline inspection after having equipped their QC teams with CD and DVD offline test equipment" says Christian Obermair, Sales Manager Central and Eastern Europe for the DaTARIUS Group.

Editors' Notes

About MediaMotion: One Stop Media Service

MediaMotion provides services for the production of CD (8/12 cm), DVD (5/9/10), DVD[plus] (DualDisc) and TVD (Thin Video Disc), the duplication and private labelling of CD-R & DVD-R, and printing and packaging of all these products. MediaMotion has its own printing company, Printin'Motion, to help with the supply of all print requirements. From distribution centres in the Netherlands and France MediaMotion offers a complete logistical service throughout Europe. Furthermore MediaMotion offers complete order management, from order receipt through invoicing and cash collection, up to assuming the risk of accounts receivable.

DaTARIUS Group

The Quality People – measurement, inspection, and process optimization solutions

In 2003 MediaMotion was founded by the merger of former RSB (Record Service Benelux), Cinram (former Polygram Manufacturing) and Metatec. In 2004 MediaMotion took over EMI Manufacturing Europe and became the exclusive producer and distributor for EMI Records (UK and mainland Europe). In 2004 KDG Netherlands was also acquired and integrated into the MediaMotion Group, followed by Care4Data in 2005. 2006 saw further acquisitions for the Group in the UK and France, of Workflow UK Limited and the DVD manufacturer Digital Valley SA respectively.

With over 1,000 motivated associates, and offices and facilities in the UK, France, Germany, The Netherlands, Belgium and Switzerland, MediaMotion has grown into one of the largest media service companies in Europe.

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

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