

Barcelona: clash of the HD giants

Reutte, Austria, March 2007: Media-Tech Barcelona proved to be a success, bringing our industry a step closer to better days.

The European market is increasingly knowledgeable about the new High Definition – HD – blue laser based formats, and the Barcelona show was represented in the main by European visitors. Companies and industry associations are investing a huge amount of time and money in educating the consumers about high definition technology and the recent CeBIT show confirmed that end users are indeed becoming more aware of HD and its benefits.

Barcelona was the venue for the promotion of a new high definition format, with the presentation of a dedicated player for NME's HD VMD format. Based on red laser technology, this format allows for up to 20 Gigabytes of data on a 4-layer disc, providing the necessary capacity for HD content. DaTARIUS showed testing and playing back of an HD VMD disc at the show, which was very well received.

"We demonstrated our DaTABANK system featuring stamper testing, as well as regular disc, for HD DVD, BD and DVD," says Christian Obermair, Sales Manager for Central and North Europe. "We have systems installed worldwide and both existing and potential customers were very interested in the new stamper testing functionality. With this added ability they can further ensure the quality of their manufacturing process."

Also on display was the latest generation Digital Inspect system, checking the quality of printed media for all formats. This new technology in the DaTARIUS Inspect systems offers the fastest industry inspection times with features optimized for the testing of BD and HD DVD discs to ensure that the look of the discs matches the quality of the HD content.

Barcelona saw also the European introduction of DaTARIUS' second-generation Balance and Eccentricity Analyzer products. The Balance Analyser Mk II offers rapid test times (under 10 seconds) and comprises a compact unit that can be operated either as a standalone system or connected to a PC for graphical display. The Eccentricity Analyzer Mk II also offers a rapid test cycle time of below 10 seconds for any disc format (CD, DVD, BD or HD DVD) at any production stage: stamper, blank substrate, sputtered substrate and finished discs including multi layer.

Given the success and optimism shown by customers visiting DaTARIUS's booth during the Barcelona conference, DaTARIUS is eagerly awaiting the response to their product range at the US Media-Tech Expo, which takes place May 15-17 in Long Beach, CA.

Editors' Notes

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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