

Reference website chooses DaTARIUS systems

Two market leaders have come together with the agreement finalized between DaTARIUS and high-profile online reference website www.cdrinfo.com. CDRinfo will use DaTARIUS' equipment for its on-site tests and reviews of DVD+R, DVD-R, DVD-R DL and DVD+R DL media to posted on the website.

"This partnership contains all the elements for success," says DaTARIUS Chairman and CEO, James Steynor, "as both our organizations are market leaders in their respective fields."

CDRinfo conducts studies and tests of products in the areas of digital imaging, video and audio, CD, DVD and other related optical media technologies as well as publishing news, technical articles and reviews about the quality of optical media and optical drives. The CDRinfo website is the premier web source for information on optical media technologies, with its well-informed technical reviews of all major CD/DVD drives and related hardware and software equipment.

"The CDRinfo.com website sets the testing methodologies and standards for the optical storage industry," says Steynor. "The site is highly respected by professionals and demanding users in the field, with its accurate reviews of the underlying technologies, and in-depth analysis."

This agreement will further increase DaTARIUS' dominant position within the optical disc market with the potential for new business as a result of its equipment being named and described in the published results of these independent tests. All visitors to the website, including optical media and drive manufacturers, will be given information on the importance of using DaTARIUS test systems to maintain the quality of their products. "This will show the industry that DaTARIUS systems are the industry standard for quality control and process optimization," says Thomas Hackl, CCO of the DaTARIUS Group .

CDRinfo's aim is to further enhance and reinforce its position as a premier source of information and reference for optical media technologies," says John Giannatos, Marketing Manager at CDRInfo.com. "By using DaTARIUS' test equipment, we expect to further solidify the credibility of our reviews. To ensure the objectivity of the tests, DaTARIUS will have no influence on the results. Datarius will however, assist our engineers in defining a set of key parameters and different test strategies where required."

"This strategic alliance provides a great opportunity to significantly benefit both parties," says Cédric Collard, DaTARIUS Marketing Manager. "Our joint efforts will be a great benefit both for consumers and the optical media industry professionals. Media manufacturers will be able to see the benefits of our quality control systems, while our reviews will provide consumers with advice on buying the optimum combinations of media and writers."

Over the past few years, we have had a significant increase in demand from our readers, to further enhance our already reliable framework of media quality tests, with respect to optical drives and media available in the market, says Minos Mourtos Project manager at CDRinfo.com website.

Link : www.cdrinfo.com



About CDR-Info.com

CDRInfo.com consists of groups of highly motivated professionals, as well as individuals, enthusiastically devoted to DVDR and related optical media technologies. Offering undisputed technical reviews of all major CD/DVD drives and related hardware and software equipment, the CDRInfo.com web site sets the testing methodologies and standards the optical storage industry, professionals and demanding users respect and follow. Accurate reviews of the underlying technologies, in-depth analysis and on-time delivery of industry news and events ensure this site is the single most informative and educative source for today's internet reader.

About DaTARIUS Technologies GmbH

DaTARIUS has been at the forefront of optical media development for over 20 years as a world-leading supplier of test equipment, helping the media manufacturing industry to improve production quality, consistency and efficiency.

DaTARIUS produces measurement, test and quality control systems for all CD and DVD formats: pre-recorded, recordable and rewritable. Its revolutionary DaTABANK(tm) technology is fully enabled for Blu-ray Disc (BD) and HD DVD testing.

The DaTARIUS product range extends to optimization of all optical media formats, with the MF DisCo temperature regulator and Universal Sprue Recycler. These help to improve moulding quality, cycle times and the efficient use of raw polycarbonate. The DaTARIUS Inspect product family offers print label quality inspection, disc orientation and Ident code validation

DaTARIUS offers extensive training through its service centres worldwide and is fully committed to the future of its customers.

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