

## DaTARIUS opens 1<sup>st</sup> Office in China

*Reutte, November 2006*

DaTARIUS is proud to announce the opening of its first office in China. Supporting the activities of the long established Hong Kong Office, DaTARIUS China will act as sales and service centre for all customers and partners in the region.

Richard Zhong, Sales Manager DaTARIUS China, will head up the office in Guang Zhou (see contact details below). "Together with his engineering team, Richard will ensure that our customers and partners are up to date with DaTARIUS technology and products to ensure that high quality media is delivered to the Chinese market," says Joan Lu, Managing Director DaTARIUS Asia Pacific.

"China is an expanding region but, as with every other area today, it is suffering due to the current market climate," says Zhong. "Manufacturers are looking for optimization of their current installations but are also looking towards the high density formats. With its large quality control and optimization portfolio, DaTARIUS has positioned itself as the best partner for them. In addition, we have a good experienced Customer Service Manager in our China team: Mr. Xiao, who has worked in this industry for more than 10 years,.

"Major Chinese manufacturers have already invested in DaTABANK systems," adds Zhong. "They have recognized the DaTABANK as a milestone in fully future-proof test equipment. Today they can not only test their pre-recorded and recordable DVD discs and stampers but also 'plug and play' with BD and HD DVD driveCubes.

The office was officially opened in October 2006 and announced on the first day of the Replication Expo show in Shanghai. This commitment to Asia's main market was welcomed by a signed order on the first active day of the new office.

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### ***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.*

*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 In Phase, is developing Quality Control equipment for the H-ROM 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 10- 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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