

DaTARIUS @ EMX

Reutte, Austria: 21 August 2006

This year's EMX show, which took place in Universal City in California from 7-9 August, is one of the major reference shows for the entertainment industry and content owners. The event is organized by IRMA and CMP.

EMX was combined with the DVD Forum's North America conference, which took place on August 7, providing an opportunity for delegates to learn about the latest developments on DVD and the high definition format HD DVD. The Forum's conference involved live demonstrations of HD DVD equipment and applications.

"I am pleased to have DaTARIUS, an active DVD Forum member, be contributing to our latest HD DVD format, in particular through the introduction of testing equipment for recorded content and media," says Mark Waring, DVD Forum's North America Promotional Committee Chair and Director of SANYO's Technology Center USA. "Quality control and rigorous testing methodologies continue to be a key factor in distinguishing the specifications and formats published by the DVD Forum, and DaTARIUS's continuing support of this aspect through their ongoing product introductions is a welcomed contribution."

The following two days of the EMX event itself included a small exhibition and presentations on a variety of issues regarding optical media content and manufacture. Break-out sessions on July 8 focused on anti-piracy, and included a presentation on the forensic detection of pirated discs from James Steynor, DaTARIUS Chairman and CEO.

DaTARIUS joined in the demonstrations with its flagship DaTABANK equipped with an HD DVD driveCube for analysis of HD DVD disc single and dual layer.

Bob Dobbin, Managing Director of DaTARIUS USA, says: "While we do not meet many of our direct customers at EMX, it is an ideal opportunity for us to meet the key players of our industry: the content creators and owners. We were delighted to show them our latest development in quality control and copy protection compliance, and to assure them that content is well protected and reaches their end users at the highest level of quality."



The 9th annual DVD awards ceremony was opened by Guy Finley, Director of operations at IRMA, and hosted by well-known movie critic Leonard Maltin. The Best in Show category – won by 'King Kong: Collector's Edition', 1933, from Warner Home Video, was presented by Bob Dobbin.

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.

With headquarters in Reutte, Austria (R&D, sales and service), and regional offices in America 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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