

DaTARIUS continues success with Eastern European partners

Reutte, Austria, 05 February 2006: Global test and optimization equipment specialists, DaTARIUS, has continued its successful partnerships with replicators in the growing market of Central and Eastern Europe with recent sales to leading Polish company, GM Records. The equipment, which features items from across all the DaTARIUS product portfolios, includes DVD 2X and DVD 4X Analyzers; CD Analyzers, Ident Code inspection systems, and sprue recycling.

"At GM Records we put special emphasis on the quality of the products we offer," says Marek Grela, founder and president of GM Records. "We expect similar quality from all our suppliers, and that is why we chose DaTARIUS as our partner for this recent equipment acquisition. As one of the first companies to introduce CD and DVD test equipment to this industry, DaTARIUS has a proven history of experience and excellence in this field.

"Both DaTARIUS and its distributor – Prevac – offered us very efficient and reliable equipment coupled with excellent customer service. The first DaTARIUS test system we bought back in 1999 is still working perfectly."

GM Records was founded in June 1990 and has grown into one of the biggest media manufacturing facilities in Central and Eastern Europe. The company, which started with audio cassettes, now offers a complete CD and DVD service, from pre-mastering and authoring through to printing, packaging, and delivery throughout Europe. The facility's capacity is currently 18.5 million CDs and 9.5 million DVDs per month. In the past two years the company has embarked on a campaign of expansion to all allow it to tap into the markets within the European Union. This expansion, with the latest, state-of-the-art equipment, has been complemented by an increase in profile with attendance at numerous trade shows and co-operations with leading design agencies to promote the GM Records image.

"DaTARIUS is delighted to be a part of the growing success of the Central and Eastern European market in general, and of GM Records in particular," says Thomas Hackl, DaTARIUS CCO. "Quality has always been an important part of the GM Records ethos, and we look forward to continuing this long and mutually beneficial association."

Christian Obermair, DaTARIUS sales manager for the region, agrees. "There is tremendous potential in this market, and GM Records is helping to create a healthy and legitimate market in this region. The company is a well-run, professional and fully registered operation, approved by IFPI (International Federation of Phonographic Industry) and ZPAV (The Association of Audio-Video Manufacturers). The team at GM Records takes the quality of their products and of their suppliers very seriously and we are very gratified with their endorsement and the confirmation that our systems meet their most stringent requirements."



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, DVD and blue laser formats: pre-recorded, recordable and rewritable. Its revolutionary DaTABANK™ measurement technology supports all DVD formats along with the latest blue laser formats - Blu-ray Disc (BD) and HD DVD. This platform is truly format independent.

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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