

DaTARIUS sees early adopters at Long Beach

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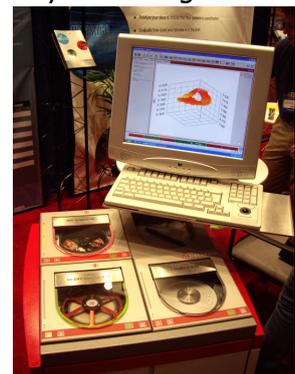
The Media-Tech Showcase and Conference, held in Long Beach in October, was supported by DaTARIUS. The company had a booth providing live demonstrations of the DaTABANK, where customers and partners were able to enjoy coffee and snacks while seeing the system in action.

"The presentation of this tailor-made solution for the US market was very well received," says C rlos Anchia, West Coast Sales Manager, DaTARIUS Group. "This is the territory for pre-recorded DVDs, BDs and HD DVDs and the DaTABANK is ideal for that sector." The system presented on the DaTARIUS booth was equipped with three driveCubes for checking DVD-ROM discs; HD DVD ROM discs and stampers; and BD-ROM discs and stampers. "This is what manufacturers are after," adds Anchia. "They want to be able to test stampers and discs on the same platform."



The ability to test different formats on the DaTABANK is a great asset with hybrid formats like the 'HD DVD/DVD combos' gaining more and more interest in the US market. These discs have DVD layer and can be played on the installed base of DVD players, making household penetration easier. "US Consumers are slowly investing in HD equipment so having HD quality discs that they can watch now and in the future is quite appealing," says Anchia.

"The show was quieter than everyone had hoped," says C dric Collard, DaTARIUS Group Marketing Manager, "but the quality of the visitors was good and the early adopters of new technology were present to get updates on the latest developments. It was also a good time for us at DaTARIUS to present our product portfolio in more detail to other exhibitors as the show floor was quiet during the conferences! We all look forward to the Expo next year in May, when we expect to see renewed activity in the industry due to the BD and HD DVD formats."



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.

DaTARIUS Group

The Quality People – measurement, inspection, and process optimization solutions

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

DaTARIUS Contact Details:

*DaTARIUS Technologies GmbH
Anton Maria Schyrle-Str. 7
A-6600 Reutte
Austria
Tel: +43 5672 2060
Fax: +43 5672 206 8000
Email: europe@datarius.com
www.datarius.com*

Cédric Collard, Marketing Manager

*mail to: cedric.collard@datarius.com
tel: +43 5672 206 430*

