

DaTABANK for HD VMD

Reutte, Austria, February 2007: In a recently signed agreement, the DaTARIUS Group has been chosen by New Medium Enterprises (NME) to develop a range of quality control Analyzers for the HD VMD (High Definition Versatile Multilayer Disc) format.

Under this agreement, DaTARIUS becomes the preferred off-line test equipment provider for HD VMD, and NME and DaTARIUS will jointly own the Intellectual Property Rights that

emerge from efforts in building this test equipment for the industry. DaTARIUS is developing an HD VMD driveCube for the DaTABANK, and the wide installed global base of this test system will ease the integration of HD VMD production into existing optical media manufacturing facilities.



Versatile Multilayer Disc

“Our agreement represents a major step forward in the global manufacturing and testing process for HD VMD, as many replicators use the DaTARIUS DaTABANK,” says Alexander Bolker-Hagerty, Executive Vice President for Business Development, NME, Inc. “It highlights the great advantage that HD VMD has over the blue media formats – the fact that it is based on existing, proven technology, allowing it to provide a far more cost-effective solution for the consumer. The availability of driveCubes for HD VMD on the DaTABANK system will be a big step towards the growth of the format alongside Blu-ray and HD DVD.

“We see the addition of DaTARIUS to the list of HD VMD format partners as an excellent step into the growth of HD VMD worldwide. Our goal is to continue teaming with optical disc industry leaders such as DaTARIUS, and align ourselves with manufacturing and testing equipment suppliers that will allow our multilayer disc to flourish in the market.”

VMD technology can provide up to eight information layers on each side of a disc and can be utilized for both blue laser and red laser formats; the technology is also applicable for single and double-sided discs and a variety of formats, including Blu-ray and HD DVD. VMD is currently being adopted by content providers and distributors worldwide, including EMEA (France, Germany, Italy, Russia, UK, Central Europe and the Middle East), the Americas (USA and Brazil) and Asia (China, India and Japan).

“We are delighted with the opportunity of working with NME and its emerging HD VMD format,” says James Steynor, Chairman and CEO of the DaTARIUS Group. “This reinforces the position of DaTARIUS as the natural choice to partner with forward-thinking companies throughout the optical media industry. We are confident that our DaTABANK platform will continue to prove itself to be the ideal format-agnostic, future-proof quality control system for media manufacturers, whichever formats they may need to provide for their customers.”

Editors' Notes

About NME

New Medium Enterprises' HD VMD format and players provide the world's first affordable and true high-definition playback solution utilizing today's red laser technology and existing DVD industrial infrastructure. Incorporating break-through optical storage capacity, a red laser-based HD file format, encryption technology, authoring tools and compression technology, NME is providing the only high-quality and high-value offering for the discerning consumer electronics

market. New Medium Enterprises, Inc. is listed on the OTC exchange in the U.S. under the symbol NMEN. For additional information about NME, please visit <http://www.nmeinc.com>.

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, and other emerging formats such as HD VMD.

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 InPhase, is developing quality control equipment for the next generation of 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 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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