

## Barcelona Blues – High Definition Talks

Reutte, Austria, February 2007:

The DaTARIUS Group will be supporting the Media-Tech Showcase, March 6-7 in Barcelona, with a strong presence in the quality control sector. On the first day of the show, the company will be kicking off by opening the Media-Tech Training programme of practical presentations, and showing the challenges and solutions for quality control of high definition formats.

There is still no clear sign as to which of the blue media formats, if either, will eventually dominate the market. Media manufacturers are upgrading their facilities to prepare for the demand of high definition media; however, they are faced with the dilemma of which format to support.

DaTARIUS is showing its commitment to disc manufacturers by offering a solution to this dilemma with a Format Exchange Program on any HD DVD, BD or DVD<sup>1</sup> test equipment. This unique Exchange Program will be introduced at the booth 15 during the Media-Tech Showcase.

“In addition to our DaTABANK system, fully equipped with driveCubes for BD, HD DVD and DVD stamper and disc testing, we will also be showing our stamper testing solutions.” says Cédric Collard, Marketing Manager DaTARIUS Group.

The experts at DaTARIUS have developed a proprietary processing technology that applies a cover layer to a stamper which means that one can test both pre-recorded and recordable media stampers. This gives manufacturers and mastering studios a very clear preview on the quality of their stamper process before any disc moulding, helping in this way to save money. This cover also offers protection to the stamper while not in the mould.

DaTARIUS will also be highlighting their MF DisCo mould temperature regulation system. Klaus Schiffer, General Manager Optimize, will be on hand to discuss the benefits of MF DisCo with a specific focus on HD DVD and BD.

DaTARIUS will also feature its new Print Inspection digital version, which has been upgraded to cope with the new high-speed machines – industry’s fastest inspection - and now with tighter process window option for HD DVD and BD manufacture.

### ***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.*

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<sup>1</sup> driveCube



*Beyond optical media, DaTARIUS, in partnership with In Phase, 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](http://www.DaTARIUS.com)*

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