

DaTABANK reads BD-ROM MARK

Reutte, Austria, December 2006:

DaTARIUS flagship, the DaTABANK, in itself a reference tester for electrical signals, now also acts as a BD-ROM Mark Analyzer for the BDA/Philips' Blu-ray Discs. BD-ROM Mark disc technology was developed by PHILIPS, Sony and Panasonic.

The BD-ROM Mark technology is part of the content protection method developed by AACS for Blu-ray, and DaTARIUS systems equipped with the Pit O'Resc board that enables the DaTABANK to act as a BD-ROM Mark Analyzer. "Both BD stamper and replica can be analyzed to define whether the ROM Mark is correctly inserted," says Dr. Andrew Dumbill, CTO DaTARIUS Group.

The BD-ROM Mark is a physical mark put on the master during the encoding, and which is replicated on every disc made from that master. The BD-ROM Mark enables heavy encryption and is implemented specifically such that it is impossible to replicate or copy it. BD-ROM players are equipped with a BD-ROM detector that will only allow the playback of a disc if a Mark is found and correctly decrypted.

"Reliable support for BD-ROM Mark verification is essential to enable flawless quality of Blu-ray Discs in the consumer market," says Rob Woudenberg from Philips.

More information about the BD-ROM Marks can be found on www.licensing.philips.com
[Direct link](#)

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.

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 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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