

## OPTIMAL chooses DaTABANK at Media-Tech Frankfurt

On the first day of May's Media-Tech Expo in Frankfurt, DaTARIUS was able to confirm the sale of a standalone DVD DaTABANK system with two ROM driveCubes to German customer OPTIMAL media production GmbH.

OPTIMAL, based in Roebel, produces both CD and DVD for top labels and artists. It is one of the few remaining companies that still produces vinyl LPs, highlighting a proficiency in virtually every disc-based entertainment format. OPTIMAL has previously purchased CD test systems from DaTARIUS, but this is the first purchase of DVD systems from the company and marks an advance towards improved test technology.

"OPTIMAL is moving ahead with DVD production and wanted to improve its testing philosophy," said Christian Obermair, DaTARIUS sales manager Central and Eastern Europe. "They wanted to have the very latest in test technology and were impressed with our up-to-the minute DaTABANK, particularly the new DATAVIEW user interface."

The DaTABANK is the DaTARIUS flagship product, designed for its flexibility of use for all optical disc formats from DVD through the next generation of blue media.

"In the area of CD quality control, working with DaTARIUS has proven to be, and still is, a real success," says Bernd Altmann, Production Manager at OPTIMAL. "Reliability of the product is of key importance to us. The new DaTABANK platform has convinced us of the flexibility and multitude of application types for DVD and blue format quality control."



Bernd Altmann (L) from OPTIMAL at the DaTARIUS booth with Christian Obermair, Sales Manager Central and Eastern Europe, DaTARIUS Group

"We are delighted with the sale to OPTIMAL," said Christian Obermair, "and look forward to continuing this successful business partnership."

### *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.*

*With headquarters in Reutte, Austria (R&D, sales and service), and regional offices in America 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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