

## DaTARIUS blazing

Reutte, Austria, 26 April 2006

The Blaze project is a European initiative (MEDEA+ Blu-ray HD storage project) and aims at defining an overall architecture and development of components for the Blu-ray HD recorder.

The Blu-ray HD recorder will be at the center of the home multimedia. It can be connected to any existing device for play-back of pre-recorded and recordable Blu-ray Discs. It also acquires HDTV content from broadcast and video on demand (VOD) of course with digital right management handling (DRM). This HD content can be then stored on Blu-ray discs.

Philips is leading the BLAZE project which aim is to support the EU service industry and prepare the European market and consumers for imminent arrival of the High Definition TV, formats and technologies. MEDEA+ is an organization which sponsors innovative technological project and coordinating the project.

Coordinated by MEDEA+, a group of European companies (INPG, CEA LETI, MPO, Philips, SECUENZIA, STMicroelectronics, Telefónica I+D, Thomson) along with DaTARIUS are working on the different aspects of the BD recorder development: overall architecture, firmware, interface, et al.

DaTARIUS support the projects with its testing expertise to supply the BLAZE project with test equipment: DaTABANK is being used with its Blu-Ray Disc Analyzer to test the quality of BD discs.

"Another challenge for the R&D teams already busy with on-going projects and the development of our core platform DaTABANK DaTAVIEW. This investment will benefit the whole industry as well as the consumers" says Andrew Dumbill CTO DaTARIUS Group.

More information about the BLAZE project can be found at the DaTARIUS booth during the Media-Tech Expo Frankfurt 2006.

### ***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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