

DaTARIUS multi-success at Media-Tech Frankfurt

Reutte, Austria, 7th June 2006

Media-Tech Expo 2006 proved to be a very successful show for everyone – with an overall air of optimism that was a welcome sign for the industry that business is beginning to look up again. “Last year was a difficult one for the entire optical media industry, but now it looks that 2006 is showing some healthy signs of recovery.” says Thomas Hackl, CCO DaTARIUS Group and Board Member of the Media-Tech Association. “From a Media-Tech Association point of view I can state the same.”

On the first day of the show, Christian Obermair, Sales Manager Central and Eastern Europe sold a DaTABANK™ system to Optimal Media (Germany). Optimal, based in Roebel, produces CD and DVDs for top labels and artists, and is one of the few companies that still produces vinyl records. The sale included two a standalone DVD DaTABANK™ system with two ROM driveCubes™.

Other highlights for DaTARIUS included:

WORLD PREMIERE: Following great interest in blue laser media (pre-recorded and recordable), DaTARIUS launched its brand new Analyzers for Stamper Testing for BD and HD DVD. These complete the existing range of driveCubes™ for pre-recorded and recordable BDs, HD DVDs, and DVDs. “DaTARIUS is now able to provide the industry with a full range of products to test replicas and stampers for all DVD, BD and HD DVD formats, making us the only company providing this capability. This is possible through our versatile test platform, DaTABANK,” says Dr. Andrew Dumbill, CTO DaTARIUS group.

BLUE PRODUCTS: DaTARIUS lined up its complete portfolio by presenting solutions for every step of the production process from pre-mastering through packaging. Measuring systems on the booth were all networked together, along with a unit located in the DaTARIUS Hong Kong office, to demonstrate the ability of the DaTAVIEW™ user interface to centralize the quality control function of a manufacturing facility equipped with both mastering and galvanic departments, and producing pre-recorded and recordable BDs, HD DVDs and DVDs. The systems were also connected to and controlled from a PC – the ‘virtual QC office’ located on the DaTARIUS booth; this simulated the situation that would exist both within a replication facility and between a number of manufacturing plants.



DaTARIUS booth



DaTABANK sell to Optimal Media



DaTARIUS presenting its brand new HD DVD and BD Stamper Analyzer



Virtual QC Office monitoring a DaTABANK located in Hong Kong

On the INSPECTION side, DaTARIUS presented its new ident code and print inspection systems; these were also in use on equipment at the Gima and Metronic booths during the show.

Inspection system running live at the GIMA booth →



PARTNERSHIP: DaTARIUS announced its co-operation with DCA on DiscTag, with integration into all DaTARIUS DVD Analyzers and work proceeding for integration into all blue format Analyzers. James Steynor, Chairman & CEO of DaTARIUS says, "We see DiscTag as a valuable step in allowing replicators to track and control their content throughout the production process. We are very pleased to be part of this initiative together with DCA."



Live from Media-Tech Expo 2006 in Frankfurt : Doug Carson, CEO & Chairman DCA, James Steynor, CEO & Chairman DaTARIUS Group and Eric Carson, Product Manager DCA

There was also a keen interest from visitors in DaTARIUS process optimization, particularly the closed loop concept presented by Klaus Schiffer, General Manager Optimize, and his team. This concept is realized in a combination of inline testing and process control tools, such as the MF DisCo. "Recycling is always an important topic for media manufacturers," explains Schiffer, "especially with low margins and the high cost of polycarbonate today. "We took our sprue recycling system to the Media-Tech show, and also introduced our disc recycling concept. In addition, we presented the DaTARCENTER – an as analysis and optimization centre of excellence, as well as a testing facility open to the entire optical media industry. The DaTARCENTER is to be opened in the second half of this year in Aachen, Germany."

KNOWLEDGE DISSEMINATION: DaTARIUS was featured at a well-attended workshop presented jointly by Klaus Schiffer and Dr Wlodek Mischke, Director of Research, on the 31st of May. The



DaTARIUS workshop

← Mr Klaus Schiffer

Dr Wlodek Mischke →



workshop outlined testing and process optimization for

the blue formats ([click here](#) to download a copy of the presentation).

To help customers and partners gain a better understanding of the blue formats, with up-to-the-minute information, DaTARIUS also organized a Demystifying seminar on its booth several times each day of the show, with Dr Mischke presiding.



"This was a great show where visitors were present both in quantity and in quality," says Cédric Collard Marketing Manager DaTARIUS Group. "We have seen new launches from other exhibitors, and it was very useful to have the parallel presentations from the Blu-ray Disc Association and the DVD Forum. It was unfortunate that the HVD (holographic versatile disc) alliance had to cancel their meeting."

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

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