

## Shanghai Showdown

At the recent Replication Expo show in Shanghai, the mood of the event was an accurate reflection of the current industry state of mind overall. Visitors – most of whom were not Chinese – were focused on finding ways of upgrading existing equipment, rather than investing in new systems, as well as gathering information about new and emerging technologies.

DaTARIUS presented its flagship DaTABANK, equipped with the latest development in driveCubes. This flexible, modular approach provides one single hardware and software platform carrying out spec-conform measurements with driveCubes for all blue laser and DVD formats. The DaTABANK is also capable of testing stampers in addition to finished discs – a first for the industry.



Figure 1: DaTARIUS booth

“We are proud to offer to the industry our stamper testing solutions for all recordable and pre-recorded formats of DVD, Blu-ray Disc and HD DVD,” says Thomas Hackl, CCO DaTARIUS Group. “With replicators still cautious about investments due to the slow take-off of HD and BD mass production, our future-proof solutions are ideal.”

DaTARIUS provides a single software and hardware platform for all format testing with no need to purchase new licences or learn new applications. The transition from today’s DVD testing to tomorrow HD and/or BD testing is a smooth one, as the addition of driveCubes with the appropriate optics means that all test routines developed for DVD can easily be applied to BD and/or HD DVD testing.



Figure 2: BD and HD DVD Stamper analysis on DaTABANK

“Although there is still a great deal of uncertainty about the new formats, the show proved successful for us,” says Joan Lu, Managing Director of DaTARIUS Asia-Pacific. “We closed a deal during the show for DVD Stamper Analysis with one of our major Chinese customers.

“We were also privileged to receive a visit from various Chinese government officials at the opening of the show,” says Lu, “and we were able to use this opportunity to announce the opening of our Guang Zhou office. The office will supply training and repair services to the entire Chinese market, reinforcing DaTARIUS’s dedication to the region. Our sales and announcements at the show strengthened our position in Asia by demonstrating to existing and potential customers our background and expertise in all areas of the production process.”

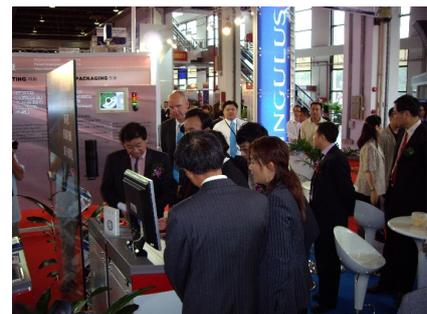


Figure 3: Visit from Chinese government officials

Prior to the show, Dr Wlodek Mischke, DaTARIUS Director of Research, in conjunction with Ms Xu Wei, Technical Manager DaTARIUS Asia Pacific, held a seminar about testing and optimization for blue formats, with in-depth explanations of DaTARIUS solutions for the HD DVD and BD production processes.



Figure 4: DaTARIUS blue workshop

### ***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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