

DaTARIUS impresses at Replication Expo

DaTARIUS made a major impact at Replication Expo showing an impressive number of new products. On the first day of the show, its stand at the entrance of the exhibition floor was the first port of call for the visiting of the Chinese officials who presided over the opening ceremony, who discussed industry developments with DaTARIUS CEO, James Steynor. The previous evening, the DaTARIUS Industry Party proved a great success with industry, press and figures from the China's replication industry organisations relaxing prior to the first day of the show.

Test, Measure & Inspect

At its stand, DaTARIUS highlighted developments with its industry-standard testing systems including the new Blu ray Disc Cube and HD DVD capabilities for the DaTABANK, Bit2Bit comparison for DVD and the new Universal Stamper Checker. These were shown first time in China, along-side the highly successful range of DVD, DVDR and CD-R analyzers and test systems. DaTARIUS also showed its leadership in working with copy-control systems, supporting the testing of several new copy protection formats including Macrovision's RipGuard and Sony DADC's ARccOS.

For recordable media, by using essential NA 0.65 optics, DaTARIUS showed the only spec-conforming test capability for DVD+R/DVD+R DL. Also seen for the first time were the new multi-camera and Code/Print combination options for the Disc Print and Disc Code inspection systems.

Optimize

High polycarbonate costs and tight margins have created a higher than usual interest in the Optimize products – the MF DisCo and the Universal Sprue Recycler. A new upgraded version of the Universal Sprue Recycler attracted the attention of disc producers working both in the DVD and CD markets, who were looking for savings in raw polycarbonate costs.

"We are in a unique position in this industry. We are helping the industry improve their product quality by giving them the tools they need to analyse the quality of their production and optimize their production," comments Joan Lu, Managing Director of DaTARIUS Asia-Pacific. "Along-side these industry-standard test and measure tools our Optimize systems are helping to directly improve quality and save costs."

"Replication Expo 2005, was a strong event for DaTARIUS," says CEO, James Steynor. "This market is very quality conscious and is looking for our full spec-conform test solutions to ensure the quality of their production. Our work with the new blue laser formats ensures that our customers will have future-proofed transition to the next generation of optical disc."



Photos:

Caption: DaTARIUS Industry Party

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Caption: DaTARIUS Blue Format Workshop

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Caption: DaTARIUS Booth 001

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About DaTARIUS Technologies GmbH

DaTARIUS has been at the forefront of optical media development for over 20 years as a world-leading supplier of test equipment, helping the media manufacturing industry to improve production quality, consistency and efficiency.

DaTARIUS produces measurement, test and quality control systems for all CD and DVD formats: pre-recorded, recordable and rewritable. Its revolutionary DaTABANK(tm) technology is fully enabled for Blu-ray Disc (BD) and HD DVD testing.

The DaTARIUS product range extends to optimization of all optical media formats, with the MF DisCo temperature regulator and Universal Sprue Recycler. These help to improve moulding quality, cycle times and the efficient use of raw polycarbonate. The DaTARIUS Inspect product family offers print label quality inspection, disc orientation and Ident code validation

DaTARIUS offers extensive training through its service centres worldwide and is fully committed to the future of its customers.

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