



Replication Expo 2004 – Best Far East Show Ever

The 2004 Replication Expo show in Guangzhou, China proved to be the most successful of its kind yet for DaTARIUS, global leaders in test and process control equipment.

"This was a very good show for us from the first day – in fact, even before the show officially opened, with our workshop on recordable media," says DaTARIUS CEO and Chairman James Steynor.

"Our products for testing recordable media, along with our process optimization system, proved to be very popular with the Far East buyers. This highlights yet again the customer emphasis on good process knowledge for recordable media, particularly in the Asia Pacific region."

The dual focus of the show for DaTARIUS was very much recordable media, with high-end quality control and process optimization. The success of this approach was evidenced in the signing of over €1 million in deals at the show itself, including sales of the new DaTARIUS Universal Stamper Checker, which was launched at the show.

There was considerable interest shown by Asian and European visitors – as well as other exhibitors and, in addition, the company attracted over 200 people to its recordable workshop. This workshop, 'High Speed Testing for Recordable Media' was held during the conference sessions the day before the show's opening by Dr Wlodek Mischke, Business Development Manager for the DaTARIUS Group and renowned industry expert on recordable technology

"There was a great deal of interest from customers and, indeed from other exhibitors, for our new Universal Stamper Checker," says Thomas Hackl, Chief Commercial Officer of DaTARIUS. "This system, developed in conjunction with **technotrans**, was launched at Replication Expo. We believe that the enthusiasm with which it was received – including sales right on the show floor – demonstrates the success that is achieved by the DaTARIUS products, which are all designed to help customers improve their own products and increase their margins."

There were continuous product demonstrations and process training sessions throughout the show, maintaining this main theme of strong process control alongside ways of reducing costs and increasing yields and margins.



Figure 1: Dr. Mischke's workshop "High speed testing for recordable media"



Figure 2: Thomas Hackl CCO DaTARIUS Group, Stefan Knipper Product Manager **technotrans** and Peter Pohl R&D Manager DaTARIUS Europe





Figure 3: Crowded DaTARIUS booth at Replication Expo 2004 in Guangzhou, Rep. of China

Highlighted products, in addition to the Universal Stamper Checker, included the upgraded and compact Sprue Recycler, designed to save money in this era of escalating polycarbonate prices, and the new 3-loop MF DisCo mould temperature regulator, which has been proved to reduce cycle times and increase yields in all formats, including BD. Other products of interest included the recently launched digital Print Label and Ident Code Inspection systems, and new releases of the flagship DaTABANK™ for dual layer DVD+R.

Other news from DaTARIUS includes the appointment of two new distribution partners – Stanley Huang from Supreme Tech in Taiwan, and Andras Nober from Master Ease in Thailand. “This was definitely the best Far East show we have seen yet,” says Joan Lu, General Manager of the DaTARIUS Asia Pacific Operations. “The market in general, and our customers in particular, are very appreciative of the fact that their test equipment supplier can also provide them with high-end optimization systems that help them to improve the quality, yield and profitability of their own products. The DaTARIUS ethos is very much that we are providing a complete solution, backed up with in-depth process knowledge, rather than just selling them a test product.

“In order to fulfil customer demands and support the recent sales growth, the DaTARIUS Asia Pacific Operations will relocate and expand at the end of this year to provide expanded repair and services for the full DaTARIUS product range. In addition, we will continue to hold our regular technical seminars for customers, with key information on the products and production know-how in our industry.”



Figure 4: James Steynor CEO & Chairman DaTARIUS Group, Joan Lu General Manager DaTARIUS Asia Pacific, Stanley Huang Supreme Tech and Thomas Hackl CCO DaTARIUS Group



Figure 5: James Steynor CEO & Chairman DaTARIUS Group, Joan Lu General Manager DaTARIUS Asia Pacific, Andras Nober Master Ease and Thomas Hackl CCO DaTARIUS Group





DaTARIUS

Press Release

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Editor's notes:

DaTARIUS is a world-leading supplier of test equipment, not only proving the quality of media but helping to improve quality through comprehensive products and services that embrace process optimization.

DaTARIUS produces quality control systems for all formats: pre-recorded, recordable, and rewritable, and its revolutionary DaTABANK™ technology is fully enabled for BD and HD-DVD testing.

While DaTARIUS test systems come under the general heading of measuring equipment, incorporating Analyzers and Evaluators, the product family extends into two further areas: process optimization, with the MF DisCo temperature optimization system; and inspection, with print label, disc orientation and Ident code validation.

DaTARIUS also offers extensive training through its service centres worldwide. For the last 19 years the company has been at the forefront of this technology and it is fully committed to the future of its customers.

