



DaTARIUS sales at Expo 2004

May's Media-Tech Expo in Frankfurt proved to be a very successful event for the Quality People at DaTARIUS: during the course of the three-day event, the company closed deals on 25 units, for sales worth 1.4 million euro. Among the units sold were DaTABANKs – the high-speed DVD testing platform – for both pre-recorded and recordable, along with a number of DVD Analyzer 4X systems, as well as the Sprue Recycler compact – the recently upgraded material recycling system.



"Overall, this was a very good show, with high-quality attendance," says DaTARIUS Chief Commercial Officer Thomas Hackl. "We had a large number of visitors to our booth, many of whom showed a great deal of interest in test systems for both CD and DVD recordable media. I believe this proves that the market is increasingly coming to recognize DaTARIUS as a key partner in their recordable media manufacturing process. The swell of interest in DaTABANK™ also indicates that we have been successful in meeting the market's specific DVD testing requirements."



In addition to a successful show as far as sales were concerned, DaTARIUS was also among the companies providing a technical workshop, with Dr Wlodek Mischke giving a presentation entitled "DVD±R/RW >> Improving Efficiency by Optimizing Quality". For copies of this presentation, please email seminars@datarius.com.

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Editor's notes:

DaTARIUS: DaTARIUS is a world-leading supplier of test equipment, not just proving but also improving optical media quality through comprehensive products and services embracing process optimization. Our Analyzers and Evaluators support all formats: pre-recorded, recordable, and rewritable, and our revolutionary DaTABANK technology is fully Blu-ray (BD) and HD-DVD enabled. Complementing these testers: optimization, including our MF DisCo

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The Quality People – measurement, inspection, and process optimization solutions



Press Release

temperature regulator; and inspection, with print label, disc orientation and ident code validation. We also offer extensive training through our service and test centres worldwide. For the past 18 years DaTARIUS has been at the forefront of optical media technology with our commitment to the future of the industry and our customers.

