

**DaTARIUS expands global network**

DaTARIUS is pleased to announce the appointment of two new distributors – in Thailand and in Russia. These appointments continue the expansion of the DaTARIUS global sales, service and support network.

Master Ease Limited will now be the agent for DaTARIUS products throughout Thailand, Vietnam, Laos, Cambodia and Burma, while Gertner Service GmbH as agent for DaTARIUS products throughout Russia and Belorussia.

“The technical staff and management team enthusiastically accept this appointment by DaTARIUS,” says Andras Nober, the Director of Master Ease. Our goal is to give our customers a strategic advantage in the demanding optical disc market, and the newest quality control systems from DaTARIUS provide the opportunity for all Master Ease customers to truly compete. All DaTARIUS inspection, optimization and measurement products, including the latest recordable media testers, will be supplied and supported throughout the territory.”

Alexei Akhlestine, Managing Director of Gertner’s Moscow office, adds: “We have a great deal of experience in the optical media industry, as well as a wide-ranging contact database. We are keen to take advantage of the tremendous business opportunities in the Russia and Belorussia and we believe that this partnership with DaTARIUS will be a huge asset to us both in that endeavour. Their quality control and process optimization equipment will provide us with a strong product portfolio for our customers.”

“We believe in growing our business with strong partnerships,” says Thomas Hackl, Chief Commercial Officer of the DaTARIUS Group. “There are tremendous opportunities throughout these regions, and we believe that we have chosen companies who will help us not only to grow our business, but also to provide the vital after-sales service support for which DaTARIUS has become justifiably renowned.”

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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 Blu-ray disc (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.*

