

# Tracks

CD/DVD Technology

Rewritable Solutions

DVD Solutions

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Mastering Solutions

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Technical news from **Unaxis Data Storage**

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# Unaxis further confirms its position as total production solution provider

Introducing "Integrated Solutions"



**René Bühler,**  
General Manager Integrated Solutions

With consumer sales more than doubling in the US alone in 2001 to a staggering 249 millions units, DVD has clearly established itself as the format of choice for video and has now outpaced VHS purchases in some major countries. Quite a dramatic change from 1997 when the newly launched Digital Versatile Disc received a rather lukewarm welcome from major studios. In the wake of this success, Unaxis Data Storage, the industry's premier supplier of equipment to the disk replication industry is introducing a brand new pre-recorded DVD replication line, which we believe to be the most advanced and flexible solution operationally available in the optical disc industry.

The booming sales of pre-recorded DVDs signal not only the ever nearer coming of the end for VHS tapes, now being more and more relegated to rental outlets (where VHS still outperforms DVD by a margin of 5 to 1 in the USA), but coincide also with a decline in pre-recorded CD sales. It is to be noted also that Hollywood movie releases are now also delivered on DVD first with VHS versions appearing on the market at a much later date.

In view of this, moving into the DVD line business was a logical step for Unaxis. Customers were almost pushing us into this field of activities. Today, more than 50% of all DVD disc replicators are already using Unaxis metallizers such as our SWIVEL, CUBE LITE or CUBE SPEED, it was therefore only a question of time before they would ask Unaxis to provide a complete solution for their needs.

## Current situation

The industry is also currently undergoing a strong re-structuring phase with acquisitions, mergers and general consolidation amongst equipment suppliers. As illustrated by the many demises in the industry recently, only global technology providers will remain in the business and they need to widen their offering, while keeping control of costs.

