



Press release

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Actura Digital Publishing partner CDA invests in Blu-ray and expands its DVD capacities

Actura Digital Publishing partner CDA Datenträger Albrechts GmbH is building up its own Blu-ray production capacities at its Suhl location and plans to commence delivery already in the coming high season. By this strategic investment, the independent manufacturer of optical storage media lives up to its ambition to be one of the “early adapters” and technology leaders within the industry.

This decision is the company’s reaction to the end of the war of formats i favour of the Blu-ray disc and to the slowly increasing customer demand for Blu-ray productions, in particular from the home entertainment range. “We do not expect any significant production levels before 2009,” says Dr. Nicolaus Hettler, managing director of CDA, “but already at this point, we rise to our customers’ requirements to be a one-stop supplier for all formats. Our own production of Blu-ray discs is an investment in the future to further strengthen the market position of CDA.”

An initial investment was made in a production line of the type “Singulus” with a daily capacity of either 17,000 single-layer or 12,000 dual-layer discs. The production of course complies with the Blu-ray specifications and is intended for certification from the BDA (Blu-ray Disc Association). Furthermore as a protection against piracy, the Advanced Access Content System (AACs) for digital rights management is available for the Blu-ray disc.

At the same time, CDA is expanding its capacities for conventional DVD formats in order to meet the increasing demand. CDA attaches great importance to continuous further development of its products. New technologies, such as HD Print, are just as much part of the performance range of CDA as the innovations all around the disc, as e. g. the watermark-like Vision embossing, the Holo Disc, or the RFID disc.

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