

DataDot Technology (Aust) - Dotty about security...

You've got your new car, whether it's your very first or not, you want it to remain yours, secure from theft.

A new, innovative security system called DataDot is set to change the way you protect your most valuable items, such as your car.

When the team at DataDot Technology Ltd, (then called Microdata Technology Ltd) discovered the technology, they immediately knew they were onto something with massive market potential. They also knew they had to protect their unique technology. Company directors, Ian Allen, Brent McLaws, John Richards and Chris Stott, applied to IP Australia, for patent protection. Certain that there would be interest for their technology both here and overseas, the team applied for international patent protection. Since then, the innovation has generated loads of interest, clearly justifying the cost of international patent protection.

The novel approach sounds simple and straightforward enough. What's more, it's cost effective, and piggybacks on existing systems used by police and state registration authorities.

Let's take motor car protection as an example. The DataDot security system sprays up to 10,000 almost microscopic VIN (Vehicle Identification Number) engraved DataDots onto key components of the vehicle. The security encoded DataDots are the size of a grain of sand, practically invisible to the naked eye, yet can easily be found and identified with powerful magnification by you or the authorities.

DataDot Technology brings valuable benefits to owners of various high-risk products, which are commonly targeted by thieves across Australia. This very effective theft deterrent system is both convenient and cost effective and has attracted recognition from several of the largest insurers. In some industries, manufacturers and distributors of high-risk products now include covert component identification as a standard security feature. Owners and purchasers can gain cost effective insurance cover, added peace of mind and enhanced re-sale value for products, which feature DataDot Technology's advanced identification technologies.

Says Ian Allen, "The spraying of DataDots is the ultimate theft deterrent. The DataDots make it near impossible to change, for example, a vehicle's or marine craft's identity or to dispose of parts taken from stolen vehicles or marine craft."

Impressively, DataDot's technology heralds a new age for crime prevention and resolution in Australia as ownership of recovered items can be more easily traced and identified by police when reported stolen. The advanced identification



technologies packaged with current police and regulatory authorities' database systems and the support which will be available to police, insurers, businesses, large and small, will help to fight back against crime in our community".

The system has application across many industries, although initial interest has been strong from passenger motor vehicle and marine industries.

Underscoring the effectiveness of the invention, the Sydney-based company has secured a world first arrangement with the prestige motor car company, BMW. BMW Group Australia will incorporate the breakthrough innovation into its already comprehensive vehicle security technology. When announcing this decision, BMW Group Australia General Manager - Aftersales, Alan Harris said, "The fact that we are bringing this world first technology to the market is another demonstration of how we are continually looking for ways of maximising the positive nature of BMW owner's total ownership experience. This greatly reduces the attraction of new BMWs to thieves."

Alan Harris went on to say, "Given the certainty of discovery if the vehicle undergoes the simple DataDot check procedure by police or inspection personnel e.g. RTA inspectors, how could a thief not be deterred from trying to rebirth a BMW? "

Ian Allen, further explained that "The DataDots impede the sale of stolen goods and makes them more difficult to turn into cash. As awareness grows about the ease and simplicity of this system, thieves will be increasingly deterred."

Although microscopic, each Datadot can be easily read by police and state registration authorities without the need for sophisticated equipment. The direct benefit of the system is that it allows for the precise identification of vehicles, even if their traditional identifying plates have been removed or tampered with, making BMWs, HSV'S, Porsche's, selected Fords and the Mitsubishi Raliart with the DataDot system even less attractive to potential thieves. It also greatly increases the risk of prosecution.

The system provides whole of vehicle identification, making it extremely difficult for criminals to illegally disassemble or 'rebirth' cars (or another type of valuable) by giving them a new identity. Vehicles protected with DataDot will also carry a sticker indicating that they have been treated with the system.

The anti-theft technology doesn't stop there. The adhesive that the supplier company, Microdata, provides with the VIN engraved Dots contains a UV trace, which glows brightly under a black-light and a unique 'DNA' to guard against counterfeiting.



A vehicle's VIN is already part of the manufacturing process, allowing the new system to rely on the existing state registration authorities' databases. The DataDots are applied to a wide range of components with no set pattern as to which components or parts of the car are sprayed, thus making it an almost impossible task for thieves to try to remove them. When fully cured, the adhesive used is impervious to oils, road salts, temperature changes, mild acids, petrol and diesel fuels, water and mild abrasion. The adhesive dries clear and has additional trace materials for ease of detection.

The technology has the full support of the police, state registering authorities and the Insurance Council of Australia who are currently fighting an annual Australia 'professional' car theft trade worth an estimated \$500 million per annum

Confidence in the potential of this patented technology is sure to spread, bringing this Australian company international recognition and success - not to mention appreciation from owners of valuables all over the world.