



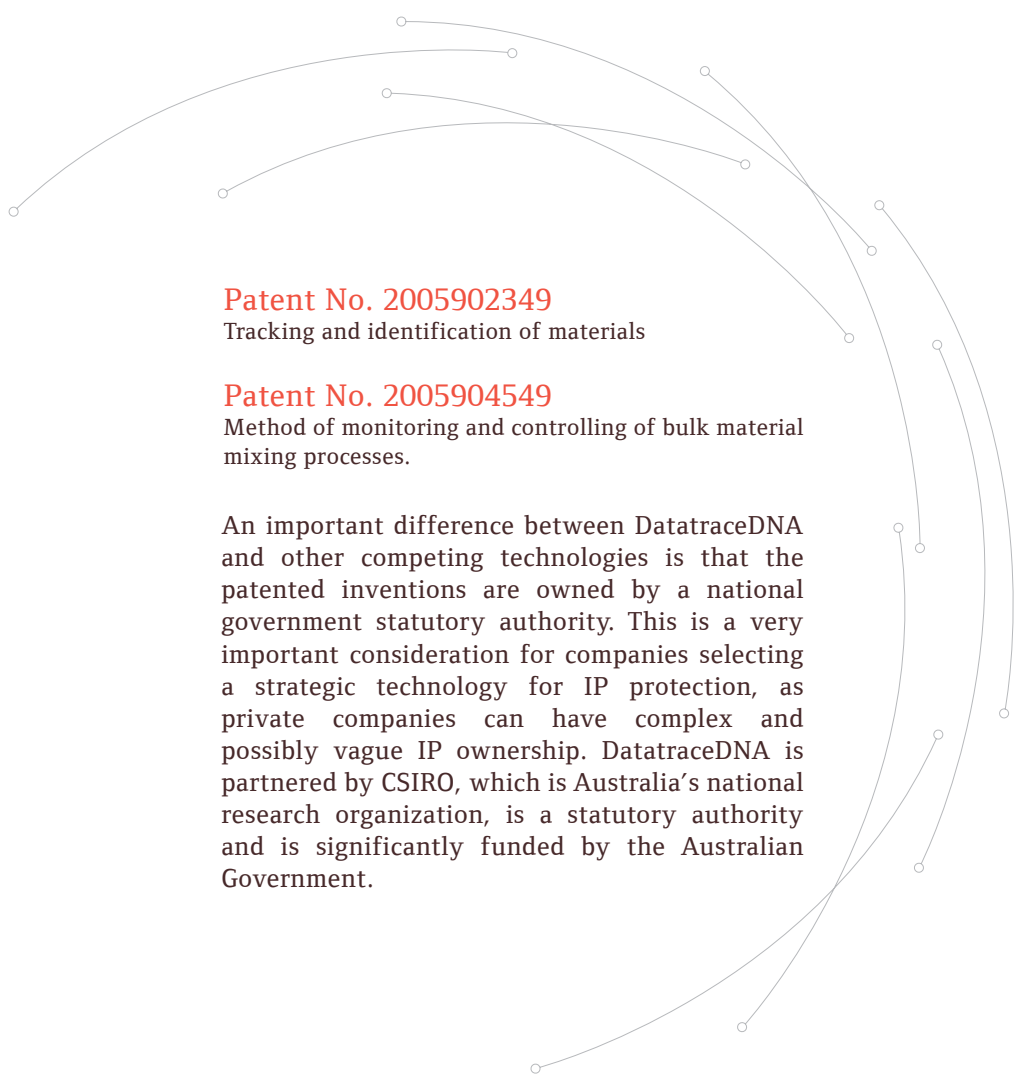
## Statement from our CEO

*“The time has come for manufacturers to think about securing their products in the same way that central banks think about securing their currency. Companies have been far too patient with counterfeiters and illegal producers, expecting governments to fix the problem. Well it is now very apparent that governments don’t have a magic solution and in the meantime organized crime and counterfeiters are making huge profits.*

*Globalization, the Internet and modern logistics have made it so easy for counterfeiters that they can succeed in virtually any part of the world they care to operate in.*

*I believe that the true extent of this problem is far greater than currently realized and that DatatraceDNA & DataDotDNA are key weapons in what is effectively commercial warfare.”*

Ian Allen, CEO



**Patent No. 2005902349**

Tracking and identification of materials

**Patent No. 2005904549**

Method of monitoring and controlling of bulk material mixing processes.

An important difference between DatatracedNA and other competing technologies is that the patented inventions are owned by a national government statutory authority. This is a very important consideration for companies selecting a strategic technology for IP protection, as private companies can have complex and possibly vague IP ownership. DatatracedNA is partnered by CSIRO, which is Australia's national research organization, is a statutory authority and is significantly funded by the Australian Government.

“ Foreign contractors make more products than they’re supposed to then sell the excess out the back door.”

Fortune Magazine  
May, 2006

### Intellectual Property, brand and product security for the 21st Century

Created in a joint venture partnership with CSIRO and DataDot Technology, DatatraceDNA offers a groundbreaking approach to counterfeit security protection through nanotechnology that is invisibly embedded within the molecular structure of a manufactured product. It enables track and trace for the life of the product. ● Once it is part of the manufacturing process, our technology creates a forensic marker that can be authenticated by logistics firms, customs border control, distributors, retailers, consumers and audit teams for the lifespan of the product and beyond.



Counterfeiting: Which is the real product? (The bottom sneaker is the genuine product. Could you tell the difference?)

**“ Counterfeit** A product that bears a trademark that its maker had no authority to use.

**Knockoff** A broad term encompassing both counterfeits and items that look like branded products though they don't actually bear forged trademarks.

**Third Shift** An unauthorized product made by an authorized contractor. ”

Brand ripoffs: A user's guide

## DatatracedNA is a High-Security Level 3 form of Authentication

### Level One

Features that can easily be recognized such as 2D barcodes and holograms.

### Level Two

Covert or semi-covert features that require a level of knowledge or a detection device.

### Level Three

Forensic level, features whose presence will be known only to the brand owner and/or manufacturer and cannot be replicated.

## DatatracedNA is a Level 3 Security Protection

DatatracedNA is a covert nanotechnology security system that can be added to the manufacturing process of most products. ● DatatracedNA is the most durable form of product protection and authentication available. It is chemically inert, safe and strong enough to persist in any conditions, even temperatures up to 1000 degrees Celsius. It consists of a group of electroactive materials that can be integrated into the structural composition of most manufactured materials. When the material is illuminated under a special light frequency, a unique emission spectrum, similar to a fingerprint or DNA can be detected by our high-tech digital reader. Hence, an individual code, invisible to the naked eye can be assigned to identify product authenticity.



**Relevant Industries.** Accessories, Adhesives, Apparel, Electronic goods, Fabric, Fast Moving Consumer Goods, Packaging, Glass, Paper, Pharmaceutical, Spare parts, Timber, Toys, Polymer, Concrete.

## Applications - Product Authentication

DatatracedNA is incorporated homogeneously in the manufacturing process to enable authentication of a product for its entire lifespan. It is also available as a spray lacquer, packing tape, polymer labels, Masterbatch, powder, ink and security fiber. The flexible forms of DatatracedNA enable companies to authenticate and prove the origin of any manufactured product or naturally occurring item.



**Relevant Industries.** Chemicals, Concrete, Explosives, Paint, Plastic / Polymers.

## Applications - Mixing

Since DatatracedNA is blended at a molecular level at batch mixing of concrete, plastic, paint, chemicals, explosives, it provides the ability to rapidly test the accuracy of mix homogeneity in these materials. Operators can test the mixing process is complete within seconds with our digital handheld readers, providing enormous gains in efficiency and safety when manufacturing and working with these materials.



P1 Reader in its carrying case.

P1 Reader in action.



DATATRACEDNA  
SCAN COMPLETE:  
PRODUCT  
VERIFIED IS  
ORIGINAL

### DatatraceDNA Reader

The DatatraceDNA digital reader is a unique portable device with highly sophisticated electronics that makes authentication fast, simple and 100% accurate. Using the Reader is as easy as using a digital camera – just place the Reader on the item to be authenticated and press the Verify button. A detailed response is shown in less than one second after the Reader interprets the molecular code and matches it to the built-in database. ● The Reader can be connected to a PC to enable upload of data and download of encrypted software. ● The DatatraceDNA Reader is available as a full-featured portable device and soon as a compact pocket-sized device with simplified functionality.

“ The counterfeiting industry will grow from US \$500 billion to US \$2 trillion in the next 20 years. ”

US Chamber of Commerce  
March 16, 2006

## Industry and Government join in the fight against counterfeit products.

DataDot Technology is a global leader in the development of asset-based product identification and authentication, having developed four leading-edge identification technologies that allow assets, and their component parts, to be uniquely marked and identified. It's akin to creating a unique asset-based DNA for products. DataDot Technology's asset identification technologies have wide product application, and the potential to penetrate global markets in the automotive, marine, clothing and industrial materials sectors. Our technologies are supported by our worldwide verification database.

DataDot technologies have gained acceptance in a number of countries around the world, and are currently represented in Australia, Bangladesh, Canada, China, Hong Kong, India, Indonesia, Lithuania, Malaysia, Malta, Mexico, the Netherlands, New Zealand, Norway, Pakistan, Poland, Russia, South Africa, Sri Lanka, Sweden, Taiwan, Thailand, the United Kingdom and the United States of America.

The Commonwealth Scientific and Industrial Research Organisation (CSIRO) is one of the top ranked research institutions in the world and is a leader in the rapidly growing field of nanotechnology. Backed by the Australian federal government, CSIRO research helps to create innovative and competitive industries, ensure the growth of a technologically advanced society and maintain healthy environments and lifestyles.

The CSIRO is involved in more than 740 current or recently completed research activities, working with leading research organizations and firms in more than 85 countries. CSIRO partner with international and local agencies to provide expertise in developing sustainable solutions in developing nations. As a founding member of the Global Research Alliance, the CSIRO is combining its capabilities with other science organizations to target the United Nations Millennium Goals in water, energy health, transport and communications.

