



# DataDot Technology Limited

ABN 54 901 908 726

## Stock Exchange Announcement

*2 April, 2007*

### **DataTraceDNA Announces the Successful Conclusion of Explosives Testing Program**

DataTraceDNA Pty Ltd, the DataDot Technology – CSIRO joint venture company, has successfully concluded an extensive testing program that proves the suitability of DataTraceDNA to track & trace sensitive materials, including civilian and military explosives.

The successful testing program has been conducted over the past 15 months in various locations in Australia and Russia. The program was conducted and overseen by CSIRO and DSTO (Australia's Defence Science and Technology Organisation) included tests using Powergel™, Hexolite, PE4, TNT, PETN, ANFO, ALANFO and Dynamite; in Moscow the tests were conducted by the prestigious Mendeleev Institute together with the state owned industrial explosives manufacturer using the most intense forms of explosives including HMX.

The tests have confirmed that DataTraceDNA traces explosives both pre and post blast. They also confirmed that the portable digital detection device developed by DataTraceDNA instantly senses the presence of DataTraceDNA, both pre and post blast, and displays information about the source of the materials.

This capability will enable manufacturers and regulators to track and trace individual batches of sensitive materials, thus helping to limit the misappropriation and misuse of explosive materials.

Ian Allen, CEO of DataTraceDNA, said, "I am delighted to announce that our company is in discussions with Orica Limited to determine how to commercialise DataTraceDNA's capacity to track and trace sensitive materials. Orica is a global powerhouse in this industry and a very prestigious partner for DataTraceDNA. Our two companies are close to finalizing an MoU to document how we jointly develop this opportunity".

Jez Smith, General Manager Global Technology & Marketing at Orica, said, "The commercial potential for this break-through development is substantial.

Ian Allen added, "This collaboration with Orica is just one example of our commercial strategy to identify significant global players in bulk materials. Orica has the capabilities and reach to rapidly commercialise the DataTraceDNA technology. What better example of Australian business and technology ingenuity".



## **About DatatraceDNA Pty Ltd (Digital Nanoparticle Authentication)**

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

Created in a joint venture partnership with the 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. 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.

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.

Powergel is a trademark of Orica Explosives Technology Pty Ltd.

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