



Dispatch #36: 11.04.2008

The latest official data continues to show dramatic drops in rates of unrecovered theft in vehicle manufacturers that have adopted Wovm (whole of vehicle marking)

Australia

A just-released report from a study by the Australian National Motor Vehicle Theft Reduction Council shows that DataDots continue to have a major impact in deterring organised car theft. for a summary of results [click here](#)

Australian Power and Energy News has started a new public campaign which includes placing signage on substation fences to highlight their work with Crime Stoppers and use of DataDotDNA technology to protect assets. [click here](#)

Read more about the success of the IDiT project [click here](#)

New Zealand

There has been widespread coverage in the press regarding the problem of “strip and ship” gangs where stolen cars are stripped down and smuggled in shipping containers often bound for the Middle East. 22,000 cars are stolen per year (equating to one car every 25 minutes) costing the insurance industry \$120 million per year. Police and the insurance industry have supported the Government’s move to required all imported cars to be sprayed with Microdots, saying it would make it easier to identify stolen parts and harder for thieves to change a vehicle’s identity. [click here](#)

Subaru of New Zealand has tailored car insurance specifically for the owners of Subarus which are bought new in New Zealand. [click here](#)

USA

Some images of the DataDot display at the NADA (North American Dealers Association) Convention in San Francisco, February 2008. [click here](#)

South Africa

An interesting article from South Africa’s Insurance Time and Investment News. The Motor Vehicle Security Association (VESA) has become a major partner to motor vehicle Insurers in combating vehicle theft fraud in the use of the extensive VESA database in validating a vehicle’s installed security systems. VESA’s security product portfolio also include vehicle identification with Microdots. Application of Microdots can qualify for an official VESA Certificate of Approval. [click here](#)

Servamus Safety and Security Magazine features a comprehensive article on the advantages of the application of DataDots to vehicles to prevent theft [click here](#)

An FHM model will be playing the part of a DataDot Executive over a six week period in the local soap ‘Egoli’ (meaning city of gold – Johannesburg) from July. The main plot revolves around a fictitious car manufacturer. [click here](#)

LATEST FEATURES

Latest data in from the National Motor Vehicle Theft Reduction Council

DataDot supported as part of answer to combatting “strip and ship” gangs

Model DataDot Executive in popular soap

Remember if you have any recent articles, brochures, or anything that you would like to share, please email them (or a link) to me with the source.

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DATADOT EVALUATION UPDATE AS AT 31 DECEMBER 2007

Summary of Results from Report by The National Motor Vehicle Theft Reduction Council

The Australian National Motor Vehicle Theft Reduction Council has tracked the incidence of stolen unrecovered theft of Subaru, BMW and HSV cars both before and after these companies voluntarily adopted WOVM (Whole of Vehicle Marking).

- **Subaru incidence of unrecovered theft down by 86%**
- **HSV incidence of unrecovered theft down by 84%**
- **BMW incidence of unrecovered theft down by 86%**

For HSV over the same period the same incidence per 1,000 registered cars has fallen from 35.71 to 5.62 – a decline of 84%.

And for BMW the incidence has fallen from 3.15 to 0.44 – a decline of 86%.

In the case of BMW and HSV this is since September 2001 and Subaru since January 2003. The results of the Council's tracking study is published annually.

The Council's latest tracking results show that for Subaru the incidence of unrecovered theft in the 5 years since WOVM commenced has fallen to 0.77 per 1,000 registered Subaru on the road. Before WOVM the incidence was 3.39 per thousand. This is a fall of 86%.

“INTEGRAL ENERGY JOINS COPPER THEFT CRACKDOWN”

*Extract from Australian Power & Energy News
1/2/2008*

“Integral Energy has joined forces with Crime Stoppers and other utilities to call for public support to report copper theft and other vandalism of important community infrastructure, Integral Energy’s Chief Financial Officer, Daniel Lucas, said.

“Interfering with substations and other parts of our electricity network can cause disruptions to our services, and copper theft alone costs Integral Energy more than \$200,000 a year to replace or repair,” said Mr Lucas, who is responsible for the corporation’s Security program.

“The ‘Copper theft - don’t cop it,!’ Campaign is aimed at stopping people interfering with public utilities, which is illegal and dangerous.

“Thieves and vandals on our sites risk serious injury or electrocution and also put the community at risk. “The price of stolen copper isn’t worth dying for.

In 2006, Integral Energy became one of the first utilities to use permanent DNA tracing technology on its copper wire, which enables the police to trace the copper.

“We’re continually upgrading our security measures to ensure the safety of the public and the security of power supplies,” Mr Lucas said.

“We’re now placing signage on our substation fences to highlight our work with Crime Stoppers and our use of DataDot DNA technology to protect our assets,” he said. Integral Energy has also released a confronting print advertisement with the headline “Dead end” which warns the public not to put their safety on the line by interfering with electricity substations.

The NSW Utilities Copper Theft Security Committee behind the Copper theft - don’t cop it,!’ campaign includes Integral Energy, State Rail, Energy Australia, Country Energy, Telstra, Sydney Water and the metal recycling industry via the Waste Management Association of Australia.

According to Crime Stoppers, more than \$100,000 worth of stolen copper is being traded in NSW each month, turning some scrap metal dealers into unwitting criminals”

Extract from Crime Stoppers Metropolitan North Area Committee Newsflash for 12/07:

Project ID it Trial at Sandgate

....**STOLEN PROPERTY**with the support of QPS Media Branch appended is a recent report published in the October Police Bulletin in relation to a new crime prevention initiative commenced in the Sandgate area. Support of this identification process could help you to add peace of mind with respect to your property and personal items. Read on.....

ID!T PROJECT

When 17-year-old Brooke's house was robbed she was dissatisfied but knew insurance would cover the cost of her missing possessions. However, when she learned her CD collection had been stolen she was devastated.



"The collection had taken her years to compile," said her mother, "Her music was a part of her and she'll never get it all back." "It's the emotional attachments to specific items of property that cause the most pain when they're taken - irrespective of the cost," said Metropolitan North Regional Crime Prevention Coordinator Senior Sergeant Helen Barnett. "Items such as Brooke's CDs were, until now, hard to mark for Police identification, so the likelihood of Brooke getting them back was unfortunately quite low". "No amount of insurance can replace sentimental items such as these."

Senior Sergeant Barnett's project team have just completed a six-month trial on Brisbane's Northside that includes a radically new microscopic property marking technique. "Its superior application promises to compliment current property marking strategies, and give police an unprecedented identification rate for recovered stolen property".

The preliminary results of Project "ID!T", embracing this microscopic property marking technique (also known as microdot marking), indicate that it will have far-reaching benefits for the way personal property is identified, both as an invisible way for owners to mark their property and as a huge deterrent to thieves.

The project was launched in the Sandgate division after initial findings in the Metro North Region showed that 60 per cent of all crimes reported

related to property. As a result we are pleased to see that the public are now embracing this microdot technology.

District Crime Prevention Officers set out to educate the community about the importance of marking their property and quickly established that almost ninety percent of people were reluctant to mark goods using established methods such as engraving. Microdot technology compliments current property marking techniques used by police.

Microdot technology actually originated in the cloak-and-dagger world of cold war spies and James Bond action novels. This technology has since been refined to the point where it is readily and economically available to any marking purpose. To explain microdots further, a single pin-head dot bonded to an item of property can carry enough information when scanned to identify its legitimate owner from a central data bank.

The dot can be applied quickly and relatively easily from a pressure pack spray can or swab and marks many items previously considered too delicate or valuable to be engraved. This technology is already extensively used in the top end luxury car market and by major companies interested in discretely marking property to reduce theft. As another amazing example of microdot's versatility, the Northern Territory Government has chosen to adopt this technology to authenticate Aboriginal art acquisitions.

Project "ID!T" also continues to provide and recommend traditional property marking options such as engraving and photographing to members of the community.

"I believe the accuracy and reliability of microdot technology is going to change the way police deal with property by increasing the likelihood of property being returned to its owner, a capability police have not generally enjoyed in the past" said Senior Sergeant Barnett. "It will also mean that 'smart' thieves will know their time is at an end. We are confident there will also be a reduction in the amount of unclaimed property accumulating in our property offices awaiting auction".

From left to right (Vicky Darling MP, Member for Sandgate; Acting Sergeant Cherie Crane, creator of Project ID!T; and Commissioner of Police Mr Bob Atkinson)



Acting Sergeant Cherie Crane, creator of Project ID!T stated "Micro-dot marking can now provide police with another investigative tool to identify lawful owners of property, while also greatly increasing police identification and arrest of serial offenders". "This new technology now provides added peace of mind for members of our community who are serious about protecting their most treasured possessions".

The ID!T team has been busy conducting community education days across the Sandgate area providing access to micro-dot kits available through Sandgate PCYC.

Any inquiries about obtaining a Microdot marking kit for your home or business please contact Senior Sergeant Helen Barnett on 3354-5053 or Acting Sergeant Cherie Crane on 3354-5054.



L>R

*Rick Hughes,
President DataDot
Dealer Services &
Ian Allen, CEO
DataDot Technology*



“PRESENTER TURNS TO POWER SUITS”

Extract from *Tonight Television*
31.03

Presenter turns to power suits

FHM model Sashi Naidoo is on the set of *Egoli* filming her upcoming scenes as Sureshni Patel, an executive from DataDot.

The Port Elizabeth-born actress studied chiropractics, but the magnetism of the entertainment industry led her away from her plans.

“I was always interested in acting,” Naidoo explains. “Back in high school I started a drama society.”

But she admits that gaining a foothold in the industry was challenging.

“It is difficult to get an agent without experience and difficult to get experience without an agent.”

However, with the help of her best friend, the late Antonio Summerton (who was killed in a motorcycle accident in December last year), she managed to get herself an agent and work.

After bagging a brief role in *Generations* as a “bitchy model”, she landed a six-month stint with *Backstage*. Aside from appearing in a plethora of TV commercials, Naidoo also presented *20 Something* on e.tv.

“I would probably say I am a better presenter than an actress,” she laughs.

Making a refreshing departure from earlier roles, this time around Naidoo plays a business executive with the power suits to match.

“I am really enjoying the character. Sureshni is a very driven person, just like me. She is poised, but guarded when dealing with Walco.”

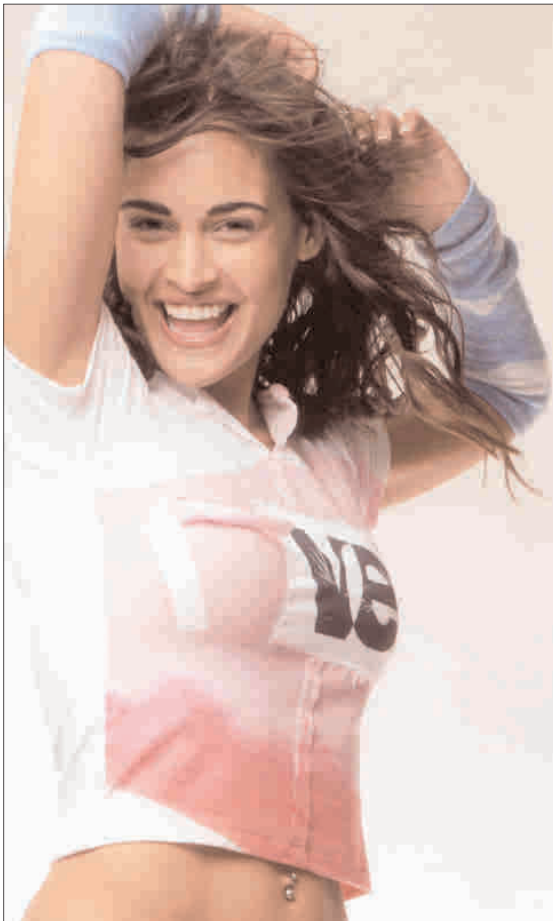
And when Naidoo isn’t in front of the camera, or on a photo shoot, she oversees the daily running of her two companies: Alushi Management, a modelling agency, and Vigor8, which is an events company.

So how does she juggle all her different hats?

“Time management is vital,” she stresses.

“Also, I am always upfront about the level of commitment I can give to a project.”

■ Sashi Naidoo will make her debut on M-Net’s *Egoli* on July 2.



NOT JUST A PRETTY FACE: *FHM* model Sashi Naidoo has landed a role in *Egoli*.