DataDot DISPATCH

Dispatch #34 : 13.02.2008

Welcome to a new year of the DataDot Dispatch. Copper wire theft is a hot topic with coverage spanning from Australia to Canada and the USA.

Australia

The Adelaide Advertiser follows on from the media coverage regarding oyster theft also reported in the Sydney Morning Herald and Gold Coast bulletin. Streaky Bay oyster grower Alan Burge is using the anti-theft technology following the theft of $9000 worth of oysters *click here*

Two wheels magazine reports that motorcycle and scooter theft is an increasing problem , so much so that there are calls for a national summit to address this issue. DataDots are being proposed as a strategy to combat this theft problem. *click here*

The Lithgow Mercurys headline reads "Integral's copper theft concerns". Integral energy is starting a new campaign targeting copper theft and other vandalism of important community infrastructure. Integral Energy's Chief Financial Officer, Daniel Lucas states:
"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." *click here*

Master Builders members magazine features an article that puts "DataDots to the test" and concludes that DataDots are highly recommended as part of theft prevention and risk management practice. *click here*

USA

Electric Light & Power/ Utility Automation & Engineering T&D Magazine feature an article that discusses the topic of copper theft. Kentucky Power spent $255,000 last year replacing copper lines, and have now implemented the use of DataDots as a theft deterrent. *click here*

Canada

More on the international focus on copper theft with an article in the National Post. The issue of public safety is discussed with two fatalities last year during attempted copper thefts. *click here*

To read more about copper cable theft in the Edmonton Journal *click here*

South Africa

A piece discussing the launch of the new Nissan Livina range and the significant benefits that come from the Microdot security system being standard across the range.
(see paragraphs 7-9) *click here*

An excellent article by Business Against Crime South Africa that addresses the issues against the use of microdots. It concludes that Microdot technology has emerged as being head and shoulders above the rest in securing the identity of vehicles. *click here*

"TREAT IT LIKE YOU OWN IT"

Extract from Two Wheels
January, 2008

"6758 motorcycles have been stolen nationally in the last 12 months. Motorcycle and scooter theft is an increasing problem that has led to calls for a national summit.

One proposed solution has come from Ian Allen, CEO of microdot identification company DataDot. Allen recommends not unnaturally that all vehicles be sprayed with the tiny poly-substrate dots, each of which carries the 17-digit vehicle identification number (VIN) that uniquely identifies individual cars and bikes, making them commercially unattractive to professional thieves,

BMWs, Subarus and HSV vehicles marked with DataDots enjoy reductions in unrecovered theft rates of between 60 and 90 per cent since having DataDots applied. (figures from the National Motor Vehicle Theft Reduction Council).

Yamaha Motor Australia is already using DataDotDNA on all new models."

PRODUCT TESTING

Master Builders put industry products to the test.

Pressure –
Pak Spray

Step 1 – Attach DataDotDNA® pod to spray hood

DataDot
Home & Business

Step 2 – Spray tools, equipment, machinery & office assets.

Tiny DataDots

Step 3 – Apply labels & stickers.

Peter Newcomb of Newcbuilt Pty Ltd Builders and Renovators, puts DataDotDNA to the test as Master Builders Product Tester.

With the kind assistance of Master Builders member Peter Newcomb, Master Builders puts industry products through a gruelling product test to give members the inside facts.

Product: DataDotDNA – asset identification and theft deterrent solution

INCLUDES:

Technology that involves branding your most important and valuable assets with the world's most advanced identifier.

PURPOSE:

DataDotDNA provides a simple-to-use and cost effective identification system for items of many sizes, which enables easy identification of stolen items. DataDotDNA consists of 'DataDots' immersed in a water-based adhesive.

Each DataDot is comparative in size to a grain of sand and each is laser etched with a unique PIN that is registered against the asset owner. The glue contains a UV trace that makes the DataDots visible under a UV light.

This product helps protect your assets and is a highly recommended risk management practice.

What Peter had to say regarding performance:

Q: WHAT IS THE PRODUCT NAME, MAKE AND MODEL?

A: DataDotDNA

Q: DID THE PRODUCT COME WITH INSTRUCTIONS?

A: Each individual pack comes with a full brochure and CD to explain to you how to apply the dots to your assets.

Q: WHAT IS THE PRODUCT USED FOR?

A: DataDotDNA is used for protecting all your personal and company products of any description and makes them easily identifiable if they are ever lost or stolen.

Q: HOW DID THE PRODUCT PERFORM WHEN TESTED IN ITS DESIRED USAGE(S)?

A: The dots can be sprayed or painted onto various surfaces. Applying them with a soft small artist brush is the most successful means of application. Once the dots and compound had cured it was almost impossible to remove them.

Q: WHAT ARE THE PRODUCT SPECIFICATIONS?

A: Dots have an encrypted code on them that are invisible to the naked eye, but easily seen through the use of an UV light and small telescopic lens.

Q: DOES THE PRODUCT COME WITH ANY VARIATIONS?

A: The dots can be customised to suit each individual's company name or ABN number.

Q: DOES THE PRODUCT NEED TO BE USED IN CONJUNCTION WITH ANY OTHER PRODUCT?

A: If it is being applied by a brush, a hardening agent is required over the dots, if applied by the high pressure can and pod, this does not require anything extra.

Q: DO YOU THINK THE RECOMMENDED RETAIL PRICE OF THIS PRODUCT OFFERS VALUE FOR MONEY?

A: The kit is good value for money and is priced at $99. The kit includes a pod of dots that will cover 30 to 40 tools as well as a variety of A5 stickers and oval stickers for small items.

Q: WHO DO YOU THINK THIS PRODUCT WOULD IDEALLY BE SUITABLE FOR?

A: This is an all round product that can be used for any business or domestic user, whether you are using it for the home stereo or your tools. It can also be used on your motor vehicle as added protection.

Q: ANY IMPROVEMENTS TO THE PRODUCT YOU COULD SUGGEST?

A: DataDotDNA is constantly updating their system to keep up-to-date with industry needs.

And overall Peter?

"DataDotDNA theft deterrent system is an excellent way to help builders effectively protect their tools and equipment on site. I would be happy to recommend the use of this system."

For more information, call DataDot Home & Business direct on 1300 665 121 or visit their website at www.datadothb.com.au. Free business appraisals are available to assess your individual needs and potential benefits.