

DATADOTDNAFORCENEWS

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The Inaugural National Auto Theft Squads & Vehicle Theft Specialists Interactive Seminar was held in Sydney on 24 April 10am - 4pm

This was a well attended event with over 20 Police from over the country, including NSW, Victoria and Queensland.

The Agenda provided a comprehensive overview of DataDotDNA technology, its application methods, and the most recent statistics and data relating to whole-of-vehicle-marking (WOVM). A live demonstration of a car being sprayed provided a practical real life experience of DataDotDNA technology.



L>R Nick Bingham, NSW | Ian Allen CEO DataDot Technology
Richard Read, VIC | Keith Schmidt, QLD | Allan Beddall, RTA
Rob Parsons, DataDot Technology

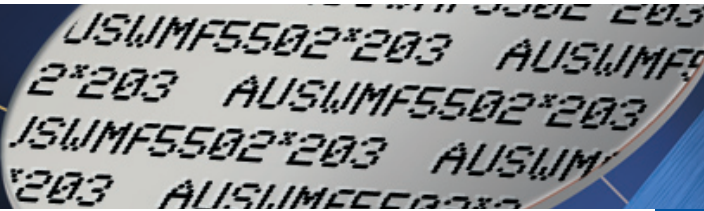
>To Book or enquire about DataDotDNA interactive seminars, contact Rob Parsons:
M 0410 323 458 | E rparsons@datadotdna.com

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DataDot Evaluation Update as at 31 Dec 2007 - Summary of Results from Report by The National Motor Vehicle Theft Reduction Council



National Motor Vehicle Theft Reduction Council
driving down vehicle theft

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).

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%.

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%.

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



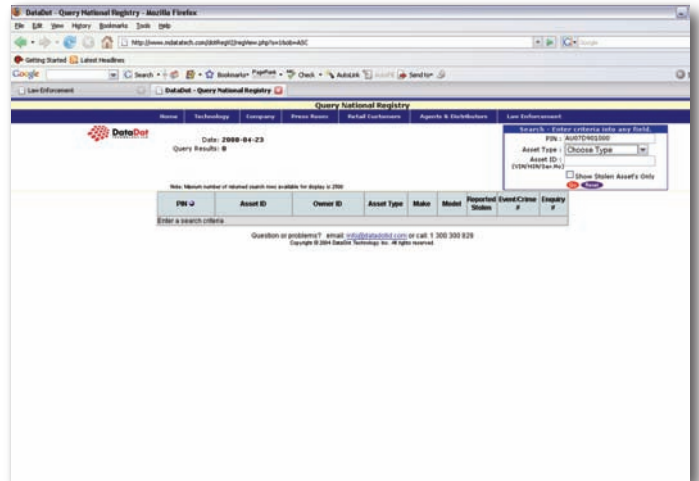
Read and Detection Equipment



DataDot provides access to equipment that allows law enforcement to locate and read DataDots. Details, pricing and specifications can be accessed via the law enforcement section of the DataDot website.

Database Access / PIN Registration

As part of the DataDot law enforcement resources page on our Australian website, there is access to our secure national database which allows law enforcement to verify PIN details and establish the assets identity and ownership, an invaluable asset in fighting theft.



< OEM template sample page

To the left is a sample page from a generic OEM DataDotDNA template, which shows the specific areas where DataDots are applied on particular vehicle / marine / motorcycle makes and models. The law enforcement section of the DataDotDNA website allows access to these templates in PDF format which can be viewed online or printed for your reference.

Vehicle spray demonstration



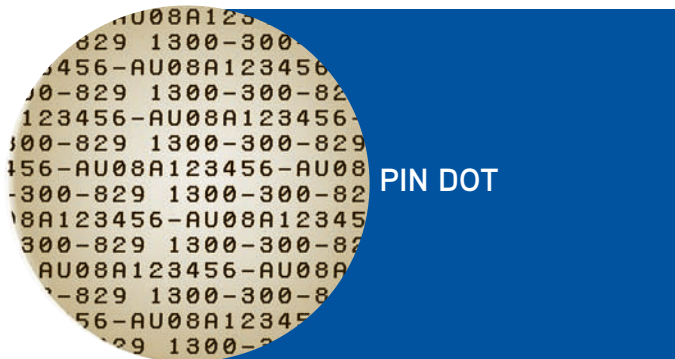
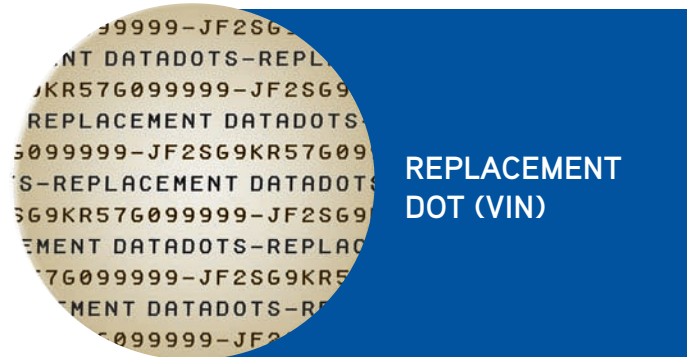
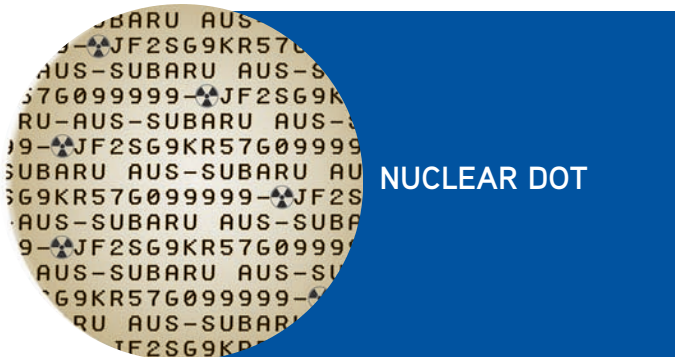
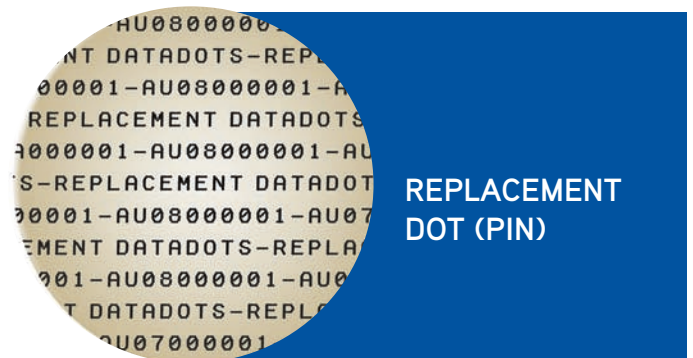
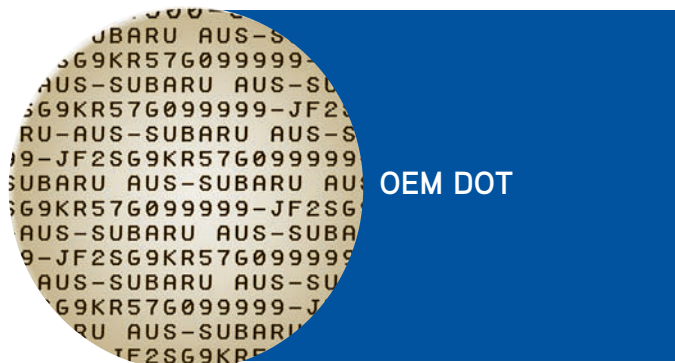
Clockwise from upper L:

- Brett Nipperess of DataDot demonstrates the DataDot spray technique.
- View of vehicle on hoist ready for DataDot application
- Rob Parsons of DataDot demonstrates the use of the blue light torch to locate the position of DataDots via illumination of the UV properties in the adhesive

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DataDot Variants



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2*203 AUSUMF5502*203
JSUMF5502*203 AUSUMF
*203 AUSUMF5502*203

Copper Theft

Theft of copper strapping, cable and other copper items has been sharply increasing over recent months. This is seen to be primarily due to the rise in the market price of copper and the relative opportunity that either storage or use of copper inside power substations presents. Theft from power sub-stations often involves the thieves cutting through perimeter fencing, breaking through gates or gaining access through poorly maintained adjoining property boundary fencing. These thefts drastically reduce security at these sites, opening the site up to access by members of the general public with subsequent risks of:

- Theft/Loss of material (copper, etc)
- Damage to fencing/gates including reduced integrity of security
- Vandalism resulting in damage to Substation plant and equipment
- Vandalism resulting in outages and subsequent S-Factor costs
- Potential interruptions to Customer service levels
- Electrical contact by offender resulting in serious injury or death
- Subsequent entry by third-party and electrical contact resulting in serious injury or death
- Injury to employees resulting from compromised earthing in stations
- Business reputation

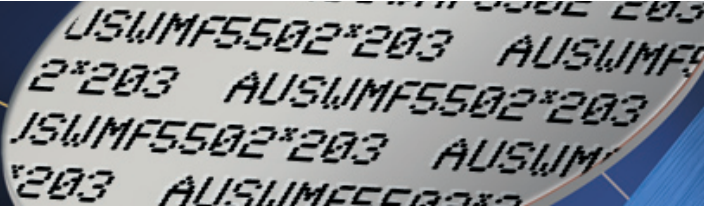
Other major targets are water utilities, rail networks & construction companies, all very heavy users of copper in various forms.

Typically the amount of copper stolen is low (\$500 - \$5000), however the risk exposure from a serious injury or death is in the order of \$3M¹. The attractiveness of subsequent third party entry to these sites is primarily with adolescents and the adverse publicity associated with a serious injury to these people would be significant.



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In addition to strengthening perimeter security and security patrols and alarms, a more comprehensive approach to loss prevention would involve companies adopting a market reduction approach² to reduce the theft, loss or damage to company property. A key element of this approach is property marking.

Property marking has long been recognised as crucial measure in discouraging and detecting crime and should therefore be considered when adopting a comprehensive loss prevention strategy. DataDotDNA Trace provides the simplest practical method of property marking available.

Property marking, associated signage and public education act to reduce the attractiveness of company assets to thieves by making them identifiable after the event. It is recommended that this approach be undertaken across the electricity industry thereby discouraging theft of copper and significantly reducing the risk of substation security breaches.

DataDotDNA Trace is provided as a solution to deter copper theft and has been spectacularly successful in its early days of availability. Current users or developed prospects of this solution are

NSW

Integral Energy
Country Energy

VIC

Alinta
United Energy
SP Ausnet
Citipower/Powercor
Connex

WA

Western Power
Water Corporation

SA

ETSA
Electranet

ACT

ActewAGL

¹ Rule of thumb provided by Marsh Risk Consulting

² Australian Institute of Criminology 2005. The market reduction approach to reducing property crime. AICrime Reduction Matters No. 32. Canberra: Australian Institute of Criminology.

