

## MEDIA RELEASE

# Microdot technology forces crooks to give marine property a wide berth

**Sydney, Australia – December 14, 2008** (embargoed until 11am): An Australian company's microdot identification technology is at the centre of a new push to prevent crime on New South Wales waterways.

The technology is featured in a new Crimestopper Marine Crime Prevention and Safety Campaign launched today by the NSW Minister for Police, Tony Kelly, and the NSW Minister for Ports and Waterways, Joe Tripodi.

Television advertising in early 2009 will encourage people to report crime on and around NSW waterways and 10,000 water proof bags containing theft deterrent information will be distributed by the NSW Police to boat owners on Sydney Harbour and Pittwater.

The campaign will recommend boat owners mark their boats, outboard motors, marine accessories and other 'assets' with thousands of one millimetre microdots laser-etched with multiple lines of unique code.

"The unique code on the dots is matched to each vessel through a global database allowing Police to identify stolen property's rightful owner," said Ian Allen, DatadotDNA Technology's Chief Executive.

The chief executive of the Marina Industries Association of Australia, Mr Colin Bransgrove, said: "*Protected by DataDotDNA*' signage on boats and around marinas will send a clear message that all valuables are identifiable by Police and are of no value to thieves."

Mr Allen said the technology is widely used by car manufacturers in Australia and internationally and is a proven deterrent against theft.

He said that earlier this month the technology was also made available to help the 1.1 million purchasers of new bicycles in Australia each year to deter thieves and assist police to reunite recovered bicycles with their owners.

DATADOTDNA MARINE ANTI-THEFT KITS can be ordered online at [www.datadotdna.com/marine](http://www.datadotdna.com/marine).

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