

DataDot signs global deal with US gaming company

15/11/2006 By: Andrew Nelson



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DataDot Technology Limited (DDT) announced that DataTrace DNA Pty Ltd, a 50/50 joint venture company owned by DDT and CSIRO, has signed a global licensing agreement with US company VendingData Corporation. The deal will see VendingData integrate the technology into its own manufacturing process as well as market it globally within the gaming industry, excluding China.

VendingData said it would incorporate the DataTraceDNA counterfeit protection into its gaming chip manufacturing process and distribute the special digital readers.

Mark Newburg, CEO of VendingData said the implementation of DataTraceDNA into gaming chips would allow casino operators a unique opportunity to manage forgery activities and enable authentication of the chip for its entire life span.

DataTraceDNA, referred to as a "molecular barcode", will be utilised for counterfeit security protection through nanotechnology that is invisibly embedded within the molecular structure of their manufactured product.

The complexity of the barcode makes it extremely difficult to decipher, preventing counterfeiters from reproducing the authenticity code, the US gaming company explained.

When the DataTraceDNA manufactured product is scanned by a portable digital reader the unique emission spectrum displays a meaningful code.

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This invisible forensic marker is only known to the brand owner, but can be authenticated by logistics firms, customs border control, distributors, retailers, customers and audit teams, VendingData said.

DataDot CEO Ian Allen said that every year companies lose millions of dollars from their designs & products being illegally replicated and sold fraudulently, in addition, costs associated with warranties for counterfeit products or parts further add to a company's losses.

"Partnering with VendingData will enable DataTraceDNA to supply the strongest possible levels of protection to what is effectively a form of currency," he concluded.

At 1027 AEST, shares in **DataDot** were trading 4c higher at **40.5c**.

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