



DataTraceDNA Wins DuPont 2008 Award

Tuesday, May 20, 2008

The DuPont Innovation Awards are among Australia's most prestigious industry awards. They are independently judged and recognise innovation and advances in industry, science, the environment and agriculture.

Friday night saw the announcement of this year's winner (Performance Materials):

DataTraceDNA, a joint venture between DataDot Technology and the CSIRO

DataDot CEO, Ian Allen, said today, "I am thrilled that we have won such a prominent award. This is major recognition for the hard work and fantastic innovation shown by all those who have worked on this revolutionary Australian technology. I particularly want to thank the CSIRO for their dedication to this project. Industry world wide now has a powerful technology to fight counterfeiting and help identify products."

According to DuPont (Australia) Ltd Managing Director, Hutch Ranck, this year's awards have been the most competitive to date, with an encouraging level of innovation demonstrated in all 98 entries. "It's an excellent sign that Australian and New Zealand companies are poised to take their part in the quest for continuing innovation, an essential feature of being successful here and globally", Ranck said.

DataTraceDNA is the new front line of the attack against counterfeiting: 21st Century Brand and IP Protection. Being a covert security feature that is similar to an invisible barcode, it is virtually indestructible and will survive fire and explosion. In an age where product authenticity is of crucial importance for both producer and consumer, DataTraceDNA uses revolutionary Nanoparticle Tracers that can be blended into the molecular structure of a product to identify and authenticate it.

QUICK FACTS

- Counterfeiting is now a \$500 billion USD plus per annum industry
- Organised Retail Theft costs US retailers more than \$30 billion annually
- Counterfeit auto parts is a \$12 billion industry
- Pirated DVDs rob US movie studios of \$20 billion annually
- Fake IDs and Identity Theft are a strong source of funding for organised crime and terrorists

HOW IT WORKS

- DataTraceDNA works in inks, polymers, paints & coatings, adhesives, concrete, fibre, paper & packaging, metal marking and explosives. DataTraceDNA is a molecular tracking and authentication system targeted at the newly emergent and



rapidly growing needs of industry for the protection of brands, industrial products, & bulk materials and the control of product diversion. DataTraceDNA uses an exceedingly durable “forensic marker” to provide Authentication. The ‘markers’ contain an identifying code that allows the legitimate owner to prove ownership.

Media Contact:

Anthony McClellan AMC Media Mob: 0419 229 271
anthony@amcmedia.com.au