



Yamaha Australia to re-employ DataDot technology

28/09/2006 By: Nicholas Grove

DataDot Technology Limited (DDT) today advised that Yamaha Motor Australia Pty Limited would apply DataDotDNA to its entire range of imported products. These products include motorcycles, scooters, off-road bikes, outboard motors, all-terrain vehicles and water vehicles.

Application of DataDotDNA to the Yamaha product range would commence on 1 October and extend to all products by December 2006, the company said.

DataDot chief executive officer Ian Allen said the decision by Yamaha Australia to apply DataDotDNA to all products is a major step in the company's development and a major breakthrough into the motorcycle, off-road, marine and recreation vehicle markets.

SHAW Stockbroking analyst Greg Fraser said that Yamaha was previously a customer, but a change in local management temporarily halted the application of datadots to Yamaha products.

"I believe that that unit volume was previously around 55,000 units per annum," he said.

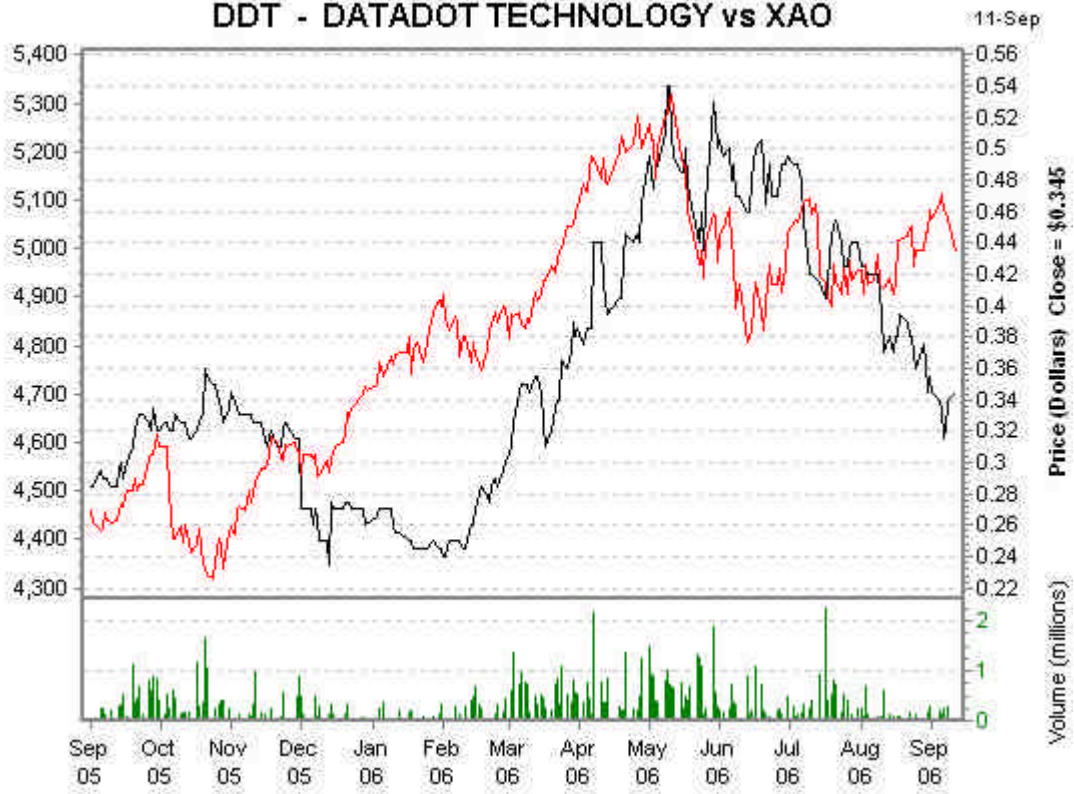
DataDot has invented, patented and commercialised an asset identification technology that provides greater asset security, proves authenticity of product, assists in proving ownership, and acts as a deterrent to thieves.

DataDotDNA technology is currently sold in Australia, UK/Europe, USA, Canada, South Africa, Indonesia, Taiwan, Thailand, Hong Kong, China, New Zealand, Russia, Romania and Poland.

DataDot said its customers include a number of major vehicle suppliers in various regions including Audi, Nissan, BMW, Subaru, Ford Performance Vehicles, Porsche, Holden Special Vehicles, Mitsubishi, Toyota, VW and Yamaha.

At 1057 AEST, shares in **DataDot Technology** were 1c higher at **36.5c**.

DDT - DATADOT TECHNOLOGY vs XAO



■ Company ■ All Ordinaries