

**DataTraceDNA®** is a covert nanoparticle technology security product that can be invisibly embedded within the molecular structure of most manufactured products. This **DataTraceDNA®** is the most durable form of product protection and authentication available and is validated using a portable digital reader.



### Intellectual Property Protection

The diverse standards of Intellectual Property, trademark, patent and copyright protection that exists throughout the world make it enormously challenging for business owners to protect their brands and products. Advances in manufacturing technology have seriously eroded this protection, fuelled by the huge returns available from modern counterfeiting. **DataTraceDNA®** offers a groundbreaking approach to counterfeit security protection through nanoparticle technology.

### Physical Property Protection

**DataTraceDNA®** is an asset-based product identification and authentication system. Essentially, it creates a unique DNA for your product. Once it is part of the manufacturing process, our technology creates a forensic marker that can be authenticated by logistics firms, custom border control, distributors, retailers, consumers and audit teams for the lifespan of the products and beyond.

### Loss Prevention

**DataTraceDNA®** is available in a variety of spray applications for asset protection. Both colour and clear options are available and have been proven to deter theft of various assets including copper and other metals.

## Global Network

**DataDot Technology Canada** has gained acceptance in a number of countries around the world. The Group is currently represented in Australia, Bangladesh, Canada, China, Hong Kong, India, Indonesia, Lithuania, Malaysia, Malta, Mexico, the Netherlands, New Zealand, Norway, Pakistan, Poland, Russia, South Africa, Sri Lanka, Sweden, Taiwan, Thailand, the United Kingdom and the United States of America.

### Canadian, U.S. and International Regulatory Support

- Canadian Council of Motor Vehicle Administrators
- Insurance Bureau of Canada – Parts marking
- Royal Canadian Mounted Police
- U.S. Crime Prevention & Property Agencies
- National Independent Automobile Dealers Association
- International Association of Auto Theft Investigators
- Various Insurance Companies
- Thatchum (UK)
- New Scotland Yard (UK)
- National Motor Vehicle Theft Reduction Council (Australia)
- Australian Marine Industry Federation
- Russian Federation
- China Anti-Counterfeiting Bureau
- Business Against Crime (South America)
- Vehicle Crime Steering Committee (South Africa)
- CESVI (Mexico)



**“DataDot Technology is proven to deter theft rates by up to 90% in independent reports.”**

**“Less than 10% of recovered property is returned to owners due to lack of positive identification.”**



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All DataDot trademarks are the property of DataDot Technology Ltd

“It’s like DNA for your property.”

# A Revolution in Identification Technology



**DataDot Technology Canada** develops and implements unique programs to create security and authentication for home, business and industry valuables in new and innovative ways. A strong commitment to the community is a prime motivation for the development and implementation of this amazing technology. From individuals to law enforcement agencies, small businesses to the largest industries, the identification and recovery of lost or stolen items has a positive impact that benefits everyone. **DataDot Canada** is inspired and dedicated to providing leadership in security and loss prevention programs.

## What are DataDots?

**DataDots** are a state-of-the-art identification technology which allows any asset to be quickly and effectively marked with its own unique "DNA."

Single inscribed "microdots" were originally developed by the U.S. military in the 1940s to covertly tag or identify items. As the grain-sized "message carriers" were very easy

to conceal and transport, they became useful for espionage. In the early 1990s, with the advent of laser etching, microdots became a commercially feasible product.

Each **DataDot** is the size of a grain of sand and is laser-etched with microscopic identification information that is easy for police to trace. Hundreds (or thousands) of dots are applied – by brushing or spraying – to an asset using an adhesive that incorporates a trace identifiable by police. Once applied, **DataDots** are resistant to most acids, solvents, road salts and heat. Significant damage to the asset would be needed to remove every single **DataDot**.

## DataDot deters thieves

The information on a single **DataDot** can be read using a simple 30x magnifying reader. Police only need to locate ONE **DataDot** to verify true ownership of the asset – no complicated forensic technology is needed. Once the dot is read, law enforcement can quickly identify the true owner using the **DataDot** database accessible to law enforcement officials 24 hours a day. No time is wasted in identifying lost or stolen property.

**DataDots** increase the risk of arrest and prosecution of thieves so effectively that they would rather move on to an item that is not marked. That is why **DataDots** are endorsed/supported by insurance companies, law enforcement agencies and other regulatory bodies in over 30 countries. Additionally, a number of insurance companies have reduced insurance premiums for protected assets worldwide.

## Innovative Loss Prevention

**DataDot Technology** has been demonstrated worldwide to deter theft by up to 90%. From individuals to the largest industries, the identification and recovery of lost or stolen items has a positive impact that benefits everyone in areas such as:

### Industrial

**DataDotDNA**® and **DataTraceDNA**® are currently used by many corporations to provide positive asset identification for a variety of purposes. Our technology is used to combat counterfeiting, warranty fraud, product liability and loss prevention. Clients have reported significant benefits while utilizing **DataDot Technology**.

### Motor Vehicles

Thousands of **DataDots** are applied onto the vehicle chassis and additional high-theft components and accessories including wheels, stereo equipment and headlights. Once registered, a unique identification number is automatically uploaded to the National Insurance Crime Database. Window and engine warning decals are fitted to every marked vehicle to aid in theft deterrence and recovery.

### PowerSport and RVs

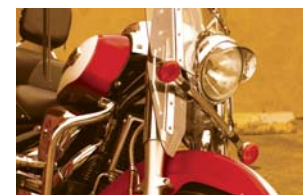
Boats, motorcycles, ATVs, snowmobiles, personal watercraft and recreational vehicles have become popular targets for thieves in recent years. **DataDots** provide a significant deterrent by making these items very difficult to "part-out" or sell. They are also ideal for protecting expensive sport-related accessories.

### Home Assets

Home break-ins and theft can be very upsetting. Personal items such as computers, electronics, antiques and other valuables can be protected by **DataDot Technology**. Identification of stolen property is essential for law enforcement to proceed with criminal charges. **DataDots** are an advanced way of engraving your assets.

### Business

From small business owners to large corporations, **DataDot Technology** provides an inexpensive and effective loss-prevention solution. Inventory and property can be identified and protected from internal and external loss.



## Insurance Benefits

**DataDot Technology** is recognized by many leading insurance companies across Canada. Insurance discounts have already been approved for motor vehicles, recreational vehicles, powersports and boats. These benefits vary by location and company. For specific discounts that may apply in your area, speak to your local insurance agent.

## International Clients & Manufacturer's Featuring DataDot Technology

