DataDot Technology Vehicle Identification System

Law Enforcement Guide

PROTECTED BY DATADOT™ TECHNOLOGY

What are DataDots?

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

Whether the VIN of a vehicle, the name of a company or a unique PIN code, the finding of any DataDot allows police to prove the true ownership of any asset and in doing so, identify stolen parts and make verifiable prosecutions.

DataDots are about the size of a grain of sand, each coded with lines of text applied using a sophisticated laser process.

The dots are applied to assets using an adhesive specially developed for DataDots which contains an ultra-violet trace that fluoresces under UV black-lights typically used by law enforcement and forensic personnel.

Once applied, DataDots are resistant to most acids, solvents, road salts, heat and significant damage would need to be done to an asset to remove them.

Furthermore, the application of 1000's of dots to a vehicle simply makes this task of removal by thieves impossible and hence the asset simply becomes "Too Hot to Handle".

HISTORY OF DATADOTS

Microdots (the generic term for DataDots) have been in use in different forms since 1948, where they were used by the US Military in espionage activities. Research and development undertaken with casino operators during the 1990's to authenticate gaming chips ultimately led to the commercialization of the product in use today.

DataDots are actively used by car manufacturers in various parts of the world (incl. BMW, Subaru, Nissan, VW, Audi, Mitsubishi), motorcycle manufacturers (Yamaha, Arlen Ness), leading automotive dealer groups, the US Military for tool marking, insurance companies and major US based companies such as Toyota and Nissan.

World-wide, Scotland Yard and Thatcham in the UK, the Russian Government, the NMVTRC in Australia, CESVI in Mexico and BAC in South Africa, to name just a few, openly endorse or use the DataDot technology to combat crime and prosecute thieves.

Actual Size of DataDots 1.0 mm

WHERE ARE DATADOTS SOLD AND INSTALLED?

DataDot maintains strict control on the manufacture, distribution and fitment of DataDots.

The automotive product is only sold and fitted by authorized vehicle dealers in the US and Canada. Please contact DDUSA for an up to date list of active dealerships in your area.

Vehicle manufacturers have also recalled vehicles for fitment of DataDots to selected vehicle parts to combat thieves. The Nissan Maxima recall in the Northeast region of the US was an example of the use of DataDots to effectively reduce theft and combat crime.

HOW DO DATADOTS DETER VEHICLE THEFT?

DataDots have proven highly effective world-wide in deterring theft, proving true ownership and allowing police to easily detect stolen parts or re-birthed vehicles. Independent studies in Australia recorded a 65% reduction in professional theft on all BMW's over a 3 year period.

DATADOTS ARE ESSENTIALLY DNA FOR ANY VEHICLE.

Each vehicle is marked with a minimum of 1,000 uniquely coded DataDots which are simply brushed on the chassis, compliance plates and high theft engine components. DataDots may also be applied to other parts of the vehicle including alloy wheels, DVD's and stereo equipment.

The information coded on the Dot is either the original manufacturers VIN number, or a unique PIN number which is linked to the VIN of the vehicle through national databases only accessible by law enforcement.

Every vehicle fitted with DataDot is identifiable through the NICB / ISO national database and via the National DataDot database for the life of the vehicle.

Window and engine warning decals are also fitted to every marked vehicle to aid in theft deterrence and recovery.

As it is near impossible to remove the 1000's of DataDots applied to a vehicle, professional thieves run a very high chance of being either caught with stolen items or can be identified later as the distributor of stolen parts through the finding of just ONE DataDot.

For more information please refer to the DataDot website at www.data

HOW ARE DOTS LOCATED AND READ?

Vehicle window activation stickers and an engine decal quickly identify if dots have been fitted to a vehicle.

If the warning decals have been removed, then standard law enforcement blacklights will quickly identify the presence of DataDots as the adhesive will fluoresce on marked components. A fitment template is enclosed highlighting key marking points by dealers.

The Dots are read using a simple 30x or greater magnifying reader. Readers are commonly available from most electronic or hardware stores.

Once the dot is read, law enforcement can quickly identify the true owner of the asset using either the National vehicle database or where a PIN is used in lieu of the full VIN, the NICB provides law enforcement agencies the ability to conduct a search of stored DataDot information on the National Insurance Services Office (ISO) database which references each PIN with databases of automobile VIN and manufacturer shipping and assembly records.

In the case of all other assets, police can check the PIN against the National DataDot USA database – by direct access through the Internet (Access codes are only available to police by telephoning DataDot USA toll-free at 1 800 546 4454.

Note: Many Auto Theft Squads and Forensic Divisions already have inspection equipment that will perform these checks. An initial batch of the standard DataDot viewing scopes was distributed to selected LEA's in the U.S during 2003/04.

WHAT ABOUT CANADA AND MEXICO?

It is a sad fact that many vehicles stolen in the US are moved over national borders either in part or whole.

DataDots are available for sale in the US, Canada and Mexico. All vehicles fitted are identifiable by law enforcement in each country, or across national borders, through the National DataDot database.

DataDot is actively working with Canadian and Mexican regulatory authorities and their law Enforcement in continuing to build overall awareness.

HOW CAN LAW ENFORCEMENT USE DOTS?

DataDots are actively used by Law Enforcement, divisions of the FBI, other regulators and insurance agents in covert sting operations. These operations typically focus on auto theft, theft and re-sale of stolen parts and insurance fraud.

AUTHENTICATION OF POLICE BADGES?

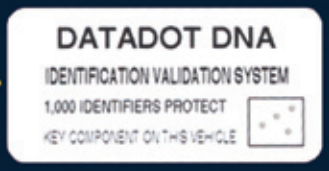
DataDot has partnered with Smith & Warren, one of the largest manufacturers of law enforcement badges in the US, with Dots now being incorporated into the finished badge product. This technology adds authenticity and proof of ownership to law enforcement and other regulatory badges.

HOW SECURE IS THE DOT INFORMATION?

Access to information about vehicles fitted with DataDots is only available to law enforcement, the NICB and other approved regulatory bodies in North America.

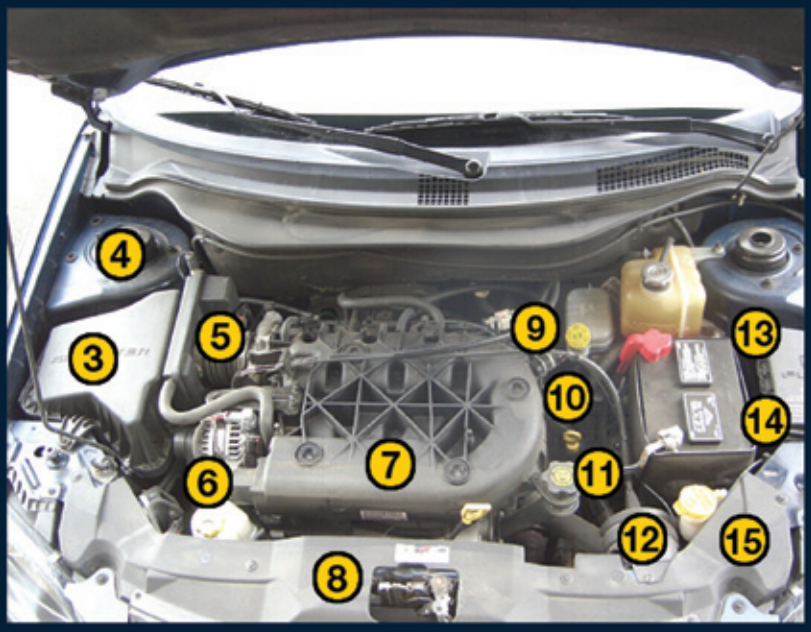
Such security ensures the integrity of the DataDot information, helps detect vehicle rebirthing and ensures that customer privacy is ensured at all times.

The following templates identify the typical points that are marked on a vehicle. Variation may occur with different makes and models based upon theft statistics.



Typical Application Points:

1. Registration Sticker
2. Doors and Hinges
3. Air Intake Housing
4. Strut Housing
5. Throttle Positioner
6. Alternator and Air Compressor
7. Intake Manifold
8. Radiator
9. ABS Module
10. Engine Block (numerous locations)
11. Transmission Housing
12. Speed Control
13. Computer Housing
14. Fuse Box
15. Headlight Housing
16. Inside Reinforcing Openings
17. Four Corners
18. Hinge Areas
19. Engine Cover



Additional Application Points:

Electric Radiator Fan
Under Seats
Turbo Charger
Front and Rear Bumpers
Spare Tire
Inside Alloy Wheels
Spare Wheel Well
Back of Tail Light

DataDot TECHNOLOGY USA
www.datadotusa.com
lea@datadotusa.com
1-800-546-4454