



DataDot Technology Limited

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Securities Exchange Announcement

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DataDot Plus™ Targets Industrial Copper Theft

The Directors of DataDot Technology Limited (ASX:DDT) announce new initiatives outside the automotive sector.

Following the success of DataDotDNA[®] application in the automotive sector, the new DataDot Plus™ theft prevention service is targeted at organisations affected by industrial-scale copper theft. Introduction of DataDot Plus™ is expected to establish an additional industry-based revenue stream.

Copper theft is an escalating problem world-wide, especially in the electricity distribution and mobile telecommunications industries. It is the cause of substantial financial loss and productivity decline, both to asset owners and utility customers, and represents a significant safety risk for employees and the public.

In just the same way as DataDotDNA[®] has conventionally been applied to motor vehicles, DataDot Plus™ will be used to mark copper with an owner's identity and the asset and ownership details will be recorded on a database accessible by police.

DDT is implementing four DataDot Plus™ pilot projects in both utility and telco sectors in Australia and the US with major organisations in each sector. These projects will conclude by mid-September 2012, following which the DataDot Plus™ service will be made available to all participants in these industry sectors.

Migration of the service is expected to other industries including construction and mining.

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