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Australian Marine Industries Federation and All State Boating Industry Associations Back Revolutionary Anti-Theft Technology

Marine theft is at epidemic levels, stealing boats is a rampant crime around Australia.

Maritime Police have exposed well-organised rackets which are stealing and rebirthing expensive boats. Millions of dollars worth of boats are involved.

The Australian Marine Industry Federation (AMIF) is taking a leadership role in combating this problem by officially endorsing the revolutionary DataDot anti-theft system and encouraging Boating Industry Association (BIA) members across the nation to apply the dots.

Thousands of DataDots, each one containing the boat's unique Hull Identification Number (HIN), are sprayed all over the boat. Practically invisible to the naked eye, DataDots show up under an ultraviolet light. It is virtually impossible for thieves to find all the DataDots, and far too much trouble to remove them all. [See "How It Works"]

"This is a real step forward for the boating industry", Sherry Donaldson, CEO of the Australian Marine Industry Federation, said today. "I call on the entire marine industry to adopt DataDots. It is a very effective system for boat owners at all levels who want to protect their boats from being stolen, it is a terrific deterrent."

Many prominent boating companies are already on board. [See List Below].

The AMIF endorses the DataDot HIN Dot system for a number of reasons. It is a very cost effective means of deterring marine theft, and it does not require a secondary database. The HIN which is currently applied to the vessel, and on each DataDot, is the identifier held in state government databases.

"We are proud to have this partnership with the AMIF," said Chris Stott, CEO of DataDot Technology, "and we look forward to all boat owners having a significantly higher level of protection against boat thieves."

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DataDot HIN Dots - "DNA for Boats" How DataDot Works for Boats

DataDot HIN Dots are around 1 millimeter in diameter with multiple lines of text applied using a sophisticated laser process. This text is the boat's unique HIN (Hull Identification Number), consisting of 14 digits.

Thousands of tiny DataDot HIN Dots (each about the size of a grain of sand) are then sprayed all over the

boat and its accessories commonly targeted by thieves.

An ultra violet trace in the adhesive allows police to detect quickly and efficiently which boats have been DataDot-protected as they glow purple under a UV light. Using a simple magnifier police can then easily read the HIN dot to verify the vessels authenticity necessary to trace ownership.

DataDot warning stickers being placed on the boat achieves further deterrence. Why would a thief bother?

The VIN Dot version of DataDots has been adopted as standard equipment for all BMW cars coming into Australia since last September, along with 8 other car manufacturers. Thousands of DataDots are sprayed on the car with its unique VIN number. A growing number of marine trailer manufacturers are also adopting this very successful practice to deter thieves from targeting their brand of boat trailers.

Microdots (the precursor to DataDot) have been used in espionage since 1948 when Russian spies disguised microfilm containing secret documents as a full stop in a book.

DataDot has now revolutionized the use of this technology with its world-first theft deterrent Asset Identification System.

'Rebirthing': Occurs when a stolen boat has had its identity changed by the fraudulent use of its original HIN plate. Thieves target boats on trailers, as they are easiest to steal. They then repaint the boats, strip off the HIN number, and re-register the boat interstate, usually in Qld or Victoria. Authorities claim that lax registration procedures in those States make it far too easy for thieves. DataDots help police stamp out this by making it almost impossible to change a boat's identity and provide a vital link between recovered assets, to reported incidents of theft, a critically important crime fighting task.

Boats already equipped with DataDot HIN Dots

Southwind Marine - All models since Aug 2002
Seafarer Boats - All models since Feb 2003
Bayliner - All models from Mar 2003
Stebercraft Marine - All models Jan 2003
Deep Vee Marine (Black Watch) - All models Feb 2003
Boats, Quicksilver Inflatable Boats - Feb 2003.
Cain Marine (Riviera & Mariner Boats) - Mar 2003
Australian Master Marine - Sep 2002
Novurania Inflatables - Sep 2002
Hooker Dory's - Nov 2002 Mercury Marine 2003

Dealer Promotion exclusive to the purchase of Mercury and Mariner Outboard Motors, MerCruiser Stern Drives, Savage and Bermuda Boats and Quicksilver inflatables.

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