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DataDot Asset Identification Protection Now Available on Guam Special Preview and Demonstration Thursday, August 25th at Marriott Hotel

(August 24, 2011) Tamuning, Guam - DataDot Asset Identification technology is now available on Guam. DataDot Technology, Ltd., global leader in asset identification protection and authentication solutions introduces DataDot systems at a special preview and demonstration Thursday, August 25th at Marriott Hotel at 12:00 p.m.

Endorsed by Crime Stoppers USA, DataDots is a tiny new innovative security and property marking system the size of a grain of sand that allows customers to inconspicuously mark their property. DataDots are 1mm (0.04in) or less in size, and coded with a unique PIN. The unique code is stored on a worldwide verification database, DatabaseDNA®. The database is accessed when needed to recover or authenticate ownership of property and has a proven 85-90% theft reduction rate.

Applying a unique identity to an item is beneficial in numerous ways: It allows tracking and identification of the origin of the item, as well as details of its manufacture, ownership, authenticity and destination; it assists in providing quality assurance of component parts and manufacturing processes; and it reduces criminal activity by deterring counterfeiting and theft and assists in the recovery and return of assets that have been stolen.

Residents and business owners of Guam and Saipan are no strangers to property crime, burglaries and thefts. DataDot Micronesia now offers a solution to deter theft and easily recover personal property. Kits are available for home, business, boats, vehicle and motorcycles and are affordable, making them a must- have addition to personal or business security systems. Applications also are effective for the marking of car rims and other aftermarket auto accessories and even jewelry. Business applications range from marking computers, tools, construction equipment and even raw goods.

For more information, contact the DataDot Guam office at 671-649-5866 or in Saipan at 670-287-7037. Visit our website at www.datadotmicronesia.com.

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About DataDot

DataDot USA is a wholly owned subsidiary of DataDot Technology Ltd. DataDot Technology Limited is an Australian public company (ASX-DDT) that has been at the forefront of developing theft deterrent and asset identification technologies for the past 15 years. DataDot products are sold by distributors in 23 countries. We are a leading solutions provider with highly innovative technologies, creating new methods of asset identification, protection and authentication leading to new markets for our products.

We have developed and are developing leading-edge identification technologies that allow assets, and their component parts, to be uniquely marked and identified. It's akin to creating a unique asset-based DNA for products. DDT's asset identification technologies have wide product application, and the potential to penetrate global markets in the automotive, marine, clothing and industrial materials sectors.