

## DDT auto industry alliance partner appointed

25/10/2006 By: Georgia Fekete



**Sponsor - HP's 100millionth HP LaserJet Printer is here, WIN one for your business today.**



DataDot Technology Limited (DDT) announced that PrixCar Services Pty Limited had been appointed as the final partner to complete development of the DataDot robotic application cell. The group said that the greatest advantage of the partnered alliance was that the export potential of the DataDot robot would be realised relatively quickly by targeting imported vehicle processing centres.

The firm said that the two other project partners included the Commonwealth Department of Industry, the provider of a commercial ready project grant, and the government-appointed National Motor Vehicle Theft Reduction Council who had provided both an additional financial grant and analytical expertise.

CEO Ian Allen said that the decision by PrixCar to support this critical project was very encouraging for the company.

"As one of Australia's largest processors of imported vehicles, PrixCar has both the expertise and the business volumes necessary to support the installation and testing of our robot to full scale commercial operation," he said.

Mr Allen said that another great advantage of the alliance was that the export potential of the DataDot robot would be realised relatively quickly by targeting imported vehicle processing centres.

Additionally the firm also advised today that the DataDotDNA program in Poland had won a public tender to supply DataDotDNA to the Polish National Rail System.

The Polish National Rail System had decided to implement DataDotDNA nationwide following a trial of DataDotDNA application to rail system property in several regions over the last 12 months.

DataDot advised that as a result of this trial, theft of rail system property fell by 30% to 70% across the trial regions.

Mr Ian Allen said that the decision by Polish Rail to adopt DataDotDNA across its entire network was significant, both commercially for the company and as an example of the versatility of the firm's products to deter theft across a wide range of assets.

At 1510 AEST shares in **DataDot** were trading 2c higher at **\$0.425**.

 **SHAW Clients: For our latest research on this company click here**



Advertisement