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DataDot Technology™ and MicroID Technologies Launch Program Focused on Security of Agriculture and Construction Equipment

REDMOND, Wash.--(BUSINESS WIRE)--DataDot Technology and its National Distributor, MicroID Technologies, have successfully launched a comprehensive program specially designed to identify and protect agriculture and construction equipment.

With losses to equipment theft ranging from \$400 million to \$1 billion annually, there is a clear and growing need to better identify such equipment in a way that will both reduce thefts and also aid in shutting down the efforts of the perpetrators.

With limited identification labels on most equipment, DataDot Technology can provide a profusion of micro-dot identifiers that are uniquely linked to the legitimate owner. The near-microscopic size of each "Data Dot" makes it virtually impossible for a would-be thief to ever be confident of their removal. Each dot holds a unique PIN number that is registered to the owner and thousands can be easily and economically applied to a full range of equipment types. Consequently, the equipment and its component parts become a much higher-risk proposition for thieves. This identification process will also aid law enforcement in making arrests and supporting prosecutions.

The new program also involves enhanced property identification record-keeping to aid law enforcement and insurance investigators, and an information process for informing law enforcement concerning where they can expect to see equipment identified with DataDot Technology.

While electronic and mechanical anti-theft devices all have a place in crime prevention, they are best when combined with an effective identification system. DataDots provide that added level of protection through its unique physical qualities and database support.

Elements of the program are designed to provide *equipment sellers* with the ability to offer DataDot Technology security to their customers. *Equipment renters* can add the security to their assets under contract. Farmers and contractors can also easily apply the identifiers to their existing equipment.

This program has been developed by MicroID Technologies and its industry specialist, MicroDot Security Solutions. For more information on the Ag/Construction Program, contact MicroID Technologies at 888 742-2124 or info@microidtech.com. For general information on DataDot Technology contact 425 882-0330 or www.datadotusa.com.

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