



DataDot Technology Limited

ABN 54 901 908 726

Stock Exchange Announcement

17 April, 2007

DataTraceDNA Selected by ISAN-IA to Provide Nanotechnology for New Microsoft HCCB Barcodes

10 year Exclusive Contract Embeds DataTraceDNA in the Consumer Market

The Directors of DataDot Technology Ltd (ASX:DDT) announce that DataTraceDNA, the DataDot Technology – CSIRO joint venture company, has been selected by the International Standard Audiovisual Numbering – International Agency (ISAN-IA) organisation to authenticate High Capacity Colour Barcodes developed by Microsoft Research that will assist in the identification of commercial audiovisual works such as motion pictures, video games, broadcasts, digital video recordings and other media.

The ISAN-IA, which coordinates a globally recognized identification system for audiovisual works, will make the Microsoft-developed barcode available to ISAN Registration Agencies worldwide for use in tracking, protecting and managing their audiovisual content. The exclusive ten year licence between ISAN-IA and DataTrace is for the application of covert DataTraceDNA nanoparticle molecular signatures to optical media products and packaging. The DataTraceDNA signatures are invisible and can only be identified using the portable digital reader, the Authenticator.

Ian Allen, Chief Executive Officer of DataDot Technology, said "Together with ISAN-IA, DataTraceDNA aims to ensure that content developers keep the revenues from their hard work by reducing piracy and counterfeit activities. Our invisible nanoparticle technology is the most durable



form of product protection and authentication available, and this collaboration paves the way for broader consumer adoption.”

The new multicolour barcode is expected to start appearing on consumer packaging and optical disc formats (DVD, HD-DVD, Video games and Blu-ray) toward the end of 2007. ISAN-IA also said that several of its registration agencies will build solutions to help their customers derive more accountability and value from their media asset libraries.

“This special partnering between ISAN-IA and DataTraceDNA will make available a powerful authentication and product tracking tool for use with the ISAN HCCB identifier”, said Patrick Attallah, Chief Executive Officer of ISAN-IA. “Once this sort of cutting edge science was only available to the limited few. I am delighted that DataTraceDNA and the Australian Government through its world-class scientific research body, the Commonwealth Scientific Industrial Research Organisation, is for the first time making this technology available to the world’s entertainment industries through ISAN-IA.”

Current ISAN codes allow an audiovisual work to be uniquely distinguished from other works through a simple identification system, but they do not allow additional features or functions to be incorporated. For audiovisual publishers, identification and tracking technologies will provide detailed data that can aid in royalty payments, anti-counterfeiting efforts, market analysis and a host of other business functions.

About DataTraceDNA

DataTraceDNA is a joint venture partnership of the CSIRO and DataDot Technology. The Company offers a groundbreaking approach to counterfeit security protection through nanotechnology that is invisibly embedded within the molecular structure of a manufactured product. DataDot Technology Ltd is listed on the Australian Stock Exchange under the code ‘DDT’. The Commonwealth Scientific and Industrial Research Organisation (CSIRO) is backed by the Australian government, is one of the top ranked research institutions in the world and is a leader in the rapidly growing field of nanotechnology. The technologies are supported by our worldwide verification database.



About ISAN International Agency

The ISAN International Agency has the responsibility for the overall ISAN system maintenance and administration. As a service organization its mission is to implement ISAN, the ISO standard (15706-1 & 2), and ensure full compliance by itself and all Registration Agencies with the ISO norm. With thirteen international agencies and over 500,000 registered works, ISAN-IA is the world's leading registration system for commercial audiovisual works. More information is available at www.isan.org

About DataDot Technology

DataDot Technology is a global leader in the development of asset-based product identification and authentication, having developed four 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. DataDot Technology's asset identification technologies have wide product application, and the potential to penetrate global markets in the automotive, marine, clothing and industrial materials sectors. Our technologies are supported by our worldwide verification database.

DataDot technologies have gained acceptance in a number of countries around the world, and are currently represented in Australia, Bangladesh, Canada, China, Hong Kong, India, Indonesia, Lithuania, Malaysia, Malta, Mexico, the Netherlands, New Zealand, Norway, Pakistan, Poland, Russia, South Africa, Sri Lanka, Sweden, Taiwan, Thailand, the United Kingdom and the United States of America.

For more information, press only:

Greg Twemlow
VP Business Development
DataTraceDNA
Australia
E: gtwemlow@datatracedna.com

Jim James
EASTWEST Public Relations
Singapore
E: Jim@eastwestpr.com

For more information on Microsoft's HCCB technology:

Call the Rapid Response Team at Waggener Edstrom, (503) 443-7070, rrt@wagged.com, or visit <http://www.microsoft.com/presspass>.