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## Protect Your Equipment with DataDots: The Microscopic Anti-Theft Device

As a student at SDSU, you probably have thousands of dollars worth of school supplies and personal equipment. To help protect your equipment if lost or stolen, SDSU's campus bookstore is now selling DataDots – the anti-theft device distributed by MicroID Technologies. DataDots are microscopic technology that works to deter theft and keep personal property in the hands of its rightful owner.

Regional manager for MicroID Technologies Ken Walton says that DataDots are the size of a grain of sand – virtually indiscernible to the naked eye. They are safe to be applied to any personal item such as iPods, laptops, cell phones and textbooks – even automobiles.

For less than \$20 students can purchase a DataDots anti-theft kit. Each kit includes DataDots supplied in a container of clear drying liquid with an ultra violet (UV) trace for easy identification; one foam applicator brush; four DataDot decals to warn thieves that the item has been protected; and application and registration instructions.



“DataDots are bound by a permanent adhesive,” says Walton, “they do not fall off.”

According to MicroID Technologies Web site, DataDots are suspended in a water-soluble ultra-violet light sensitive adhesive that becomes tack free in approximately 30 minutes and fully cured in 24 hours. Once the adhesive is cured, it is clear and water resistant.

Each DataDots Anti-Theft Kit has a unique DNA code; all 400-500 dots that come in a package possess the same coding. After purchasing a kit, owners will need to log on to the MicroID Technologies Web site to supply their contact information, which will be used to return lost or stolen property, if found.

“Whoever you're reporting to will find the DataDot's UV traces by using a black light. The DataDot is then lifted like a fingerprint, and police officials can look up the DataDot's DNA code in the MicroID Technologies Web site,” Walton said. “Instantly the contact information of the owner pops up.”

Owners' contact information can only be accessed by law enforcement officials, and is solely used for returning lost or stolen property to its rightful owner.

Although DataDots do not stop theft, their purpose is to deter thieves with the DataDots warning decal, and to return valuable items back to their owner.

Sadly enough the opportunity for theft is everywhere. But it can be prevented by taking necessary precautions.

**For more information about DataDots, visit the [MicroID Technologies Web site](#).**

**To contact the Electronics Department of SDSU's Bookstore, call (619) 594-7522.**

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