

SAN DIEGO STATE OFFERING DATA DOT[™] TECHNOLOGY TO STUDENTS
TO HELP COMBAT PROPERTY THEFTS

SAN DIEGO, California – January 9, 2006 - Students at San Diego State University will soon be able to apply tiny microdot identifiers to the many valuables they bring to campus. Items such as laptop computers, I-Pods, bicycles, TV's, and cell phones --- even their CD and DVD collections can be identified as "theirs." They can purchase high-tech "DataDot[™] DNA" kits at the university bookstore that will allow them to apply as few as one or as many as hundreds to each item of value.

The campus police department are trained and equipped to locate and read the tiny "dots" and they can quickly access a national database to verify legitimate ownership of lost, stolen, or recovered property.

With the spread of this new technology, would-be thieves are being put on notice that student property on and around the SDSU campus may just be "Too Hot to Handle." Campus police are taking thefts seriously and are pleased to see the adoption of the new DataDot technology. According to Lt. Bob McManus, SDSU Department of Public Safety, "We believe this technology will further crime prevention and aid in the deterrence of theft on campus".

In addition, surrounding law enforcement jurisdictions will also be trained and equipped to employ the technology, making life even more difficult for the would-be thieves.

Various departments of the University itself may consider employing the technology on those assets most "at risk." The system is inexpensive, easy to apply, and makes it virtually impossible for a thief to ever be confident that he or she has "cleaned" the property of its rightful owner's identity.

For more information contact: R.D. Williams, Director of Communications, Aztec Shops at 619-594-5760; or Lt. Bob McManus at the Campus Police Dept. at 619-594-7874; or MicroID Technologies at 888-742-2124 / info@microidtech.com.

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