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DatatraceDNA selected by ISAN-IA to
provide nanotechnology for new Microsoft HCCB barcodes.
10 year exclusive contract embeds DatatraceDNA in the consumer market.

Sydney. – April 16, 2007 – DatatraceDNA, the DataDot Technology – CSIRO joint venture Company, today announces that it has been selected by the International Standard Audiovisual Numbering – International Agency (ISAN-IA) organization to authenticate High Capacity Color 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, license deal between ISAN-IA and Datatrace is for the application of covert DatatraceDNA nanoparticle molecular signatures to optical media products and packaging. The Datatrace signatures are invisible and can only be identified using the portable digital Reader, The Authenticator.

"Ian Allen, chief executive officer of DatatraceDNA, 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 multicolor barcode is expected to start appearing on consumer packaging and optical discs formats (DVD, HD-DVD, Video games and Blu-ray) toward the end of 2007. ISAN-IA also said 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 Organization, 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 in a joint venture partnership with 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 federal 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.

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For more information on Microsoft's HCCB technology:

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