

DID YOU KNOW ???

Did you know that we are going a bit dotty? Starting in September 2005 our Telstra Integrated Logistics group have been progressively rolling out DataDots throughout our business.

What is a DataDot?

It long has been a common practice for people to etch personal information on valuables so those items can be returned if they are stolen or lost. But now there's a technology that has taken the idea to a new level — the microscopic level.

DataDots, made by an Australian company, are small pieces of film with identification numbers etched on them. The pieces of film are then hidden on property such as cars and electronic devices.

The concept goes back to World War II, when secret codes would be hidden inside a full-stop in a letter. You would need a microscope to be able to read the code. DataDots, which are smaller than the full-stop at the end of this sentence, are made out of film that's only 1 micron thick. About 10,000 DataDots would have to be stacked on top of each other to reach 1 centimetre in height.

Why use DataDots?

Because they are so small, hundreds to thousands of the dots can be hidden on vehicles,

computers, mobile phones, iPods and other valuables. The dots are hidden in corners, under batteries, beneath fenders, on top of screws - anywhere they might not be detected.

Because they are black, they can be difficult to see, but they can be found easily by using an ultraviolet blacklight because the glue that holds them in place glows under the light. The glue is water, heat and cold resistant and can hold a dot in place for about 20 years if it is attached to the exterior of a car or device — longer if it's not exposed to the elements.

The information on the dot can be read with a special hand-held microscope. The microscopes are made available to police officers who are trained to locate and read DataDots. The information on the DataDots then can be easily traced back to the owner through an online database.

Where are we at with DataDots?

Geoff Turner, from Telstra Integrated Logistics Assets and Services said, "We are now at a stage where we'll be providing DataDot packs to Team

DataDots may be microscopic but contain important ownership information



Leaders for them to dot their and their staff's vehicles and equipment, and to place a sticker on the vehicle warning that vehicle contents can be tracked."

You too can go dotty with our staff offer!

Data Dot Commercial Pty Ltd, together with MyRewards are offering eligible* Telstra employees over \$45.00 off the recommended retail price of DataDots.

- Regular price: \$106.60
- Discounted price: \$60.00 includes GST and postage and handling.

DataDots can be applied to all types of valuable assets within the home, including video, DVD player, camera, PC, printer, television, jewellery, tools, artwork, golf clubs, motorcycle, bicycle and other sporting equipment.

The offer is valid until 31 August 2006, and more details can be found via the Staff Rewards URL: <http://www.in.telstra.com.au/ism/rewardsattelstra/newoffer10.asp>

* Eligible refers to permanent full-time and part-time employees of Telstra including employees of Telstra's 100% wholly owned subsidiaries. Eligible staff will need to quote their employee number when ordering. ■



Stickers will be placed on the vehicles warning that the vehicle and all its contents can be tracked