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OPERATIONHANDSOFF!™

Security Systems

www.operation-handsoff.com

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Join Operation Hands Off and Help Prevent Bike Theft!

With the arrival of spring, cyclists across the country are heading to their local bike shops to get equipped for a fresh season of riding - which unfortunately includes the ever-present risk of theft.

This year, Operation Hands Off invites cycle dealers to help protect their customers by encouraging them to register their bikes, helping to prevent theft and increasing chances that stolen bicycles are returned to their rightful owners.

Under Operation Hands Off, decals clearly mark bicycles as being easily traceable by police -- a clear message to would be thieves. These DataMatrixDNA decals carry a machine-readable code number that is registered with the bicycle's own serial number in an online database accessible by police anywhere in the world. This deters organized theft rings that steal bikes then ship them to other jurisdictions for sale.

Owners of higher-end bicycles can also add further protection to their rides with DataDotDNA®, a microdot identification system that can be applied not only to the frame, but to all components of the bicycle. Hard to spot and extremely difficult to remove, the technology allows police to identify the stolen property even if thieves disassemble the bike.

Both DataDotDNA® and the DataMatrixDNA are products of DataDot Technology Canada (www.datadotcanada.ca).

According to Statistics Canada, more than 44,000 bikes were reported stolen across the country in 2007 alone -- about one every 12 minutes. Since many thefts go unreported, the total number of stolen bikes is estimated to be at least double this amount. Although police recover thousands of bicycles every year, the vast majority go unclaimed because there is no way to identify the owner.

Operation Hands Off is a multi-layered strategy brings together everyone from manufacturers and dealers to insurance companies, bike owners, and police. It is endorsed by Canadian Crime Stoppers Association and recognized as an industry best practice by the Bicycle Trade Association of Canada and Norco Performance Bikes, one of Canada's largest bicycle manufacturers & distributors.

Operation Hands Off has proven itself across the country, dramatically reducing and in some cases nearly eliminating theft for participating industry partners. Join the campaign to prevent bicycle theft and keep your customers riding!

For more information, visit www.operationhandsoff.com and www.datadotcanada.ca

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