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Datatag

The Datatag scheme is a theft deterrent system, which is similar in principle to the Immobilise scheme. Bike owners sign up and register on the scheme and their details are stored on a secure database.

The bicycle registration scheme forms part of a system which is widely used within construction industries, businesses and home environments throughout Europe.

The registration system enables identification of personal items. A kit is purchased that contains 1 glass tag; 1 poly decal; 4 ultra destructible labels. The glass tag acts as an electronic trasnponder that gives the bike a unique electronic 'fingerprint'.

The system is used in conjunction with the police who have scanning equipment to help identify stolen items and return them to the registered owner. The tag is about the size of a grain of rice and therefore can fit on or in the bike easily.

Datatag also offer a way of combating component theft through their product Datadots. These are microdot transponders that are suspended in DNA (a glue like substance) that can be coated over the frame of the bike. This is invisible however once scanned, will provide a unique transponder code. If an item is stolen, the owner can call a 24 hour number and report it. A note is then made on their record that the bike has been stolen.

The scanner or probe used by the police works by picking up the transponders located on the machines. The police can then call a 24 hour line and obtain the name and address of the registered keeper. Other forms of Datatag transponder are available that can be glued or wedged into other designs of cycle frame. Full suspension Y-frames, moulded carbon fibre etc.

Provider:

Datatag ID Ltd
Sopwith Drive
Brooklands
Weybridge
Surrey KT13 0UZ

Tel: 01932 358100   Fax: 01932 358139

Approximate Cost per Bike:

A Datatag kit costs £24.99 from local bicycle shops and includes permanent stickers and an electronic transponder as well as registration on the database.

Strengths:

- Different transponders are available to fit a wide range of bicycles
- The system also has datadot microdots and etching stencils to mark almost every component
- Can reduce the insurance premium with some insurance companies

Weaknesses:

- The transponder needs to be located accurately within the frame otherwise it will not be recognised by the scanner
- There is no free level of service for the scheme. To sign up and register details an electronic identification kit must be purchased
- Not as widely used as other registration schemes

Useful References:

www.datatag.co.uk

Issues for fitting the transponder:
http://www.ctc.org.uk/DesktopDefault.aspx?TabID=3818

Dealers:
http://www.evanscycles.com/products/datatag/electronic-security-system-ec011452