

GENEVA INFORMATION SECURITY DAY 2014

Presented by



«GENEVA INFORMATION SECURITY DAY 2014»

10th of October 2014

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The use of synthetic DNA to fight crimes

A new generation technology which protects against burglaries and thefts



SelectaDNA™ in the world

SelectaDNA is a registered trademark of SelectaMark plc.

- established in 1971
- based in Kent (UK)
- internationally respected supplier of asset identification and property marking products
- present in over 40 countries whereof **20 in Europe**



Certification

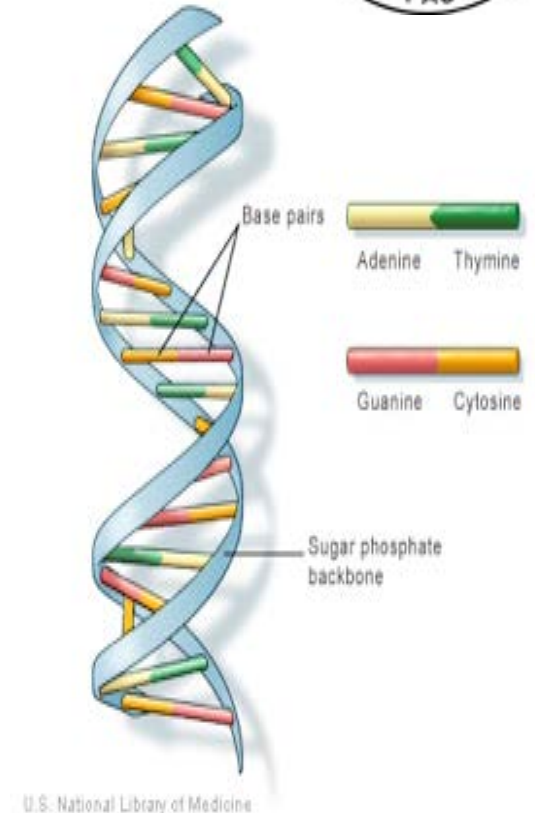


All SelectaDNA products are developed in partnership with UK's police forces.

Synthetic DNA

Each DNA code used in the SelectaDNA products is **completely unique and unforgeable** so that every marking kit and spray canister we supply has its very own forensic signature.

SelectaDNA products contain real DNA which is referred to as “synthetic” to differentiate it from Human DNA. SelectaDNA contains series of unique combinations of A (Adenine), C (Cytosine), G (Guanine) and T (Thymine). The synthetic DNA used in SelectaDNA is short-chain, making it far more robust than human DNA.



International database

The details of the code are then recorded on the international SelectaDNA database with highest security requirements, so that a code found on an asset or person can be identified back to a specific owner or location.

Police forces can access the database 24/7/365.

The registration is free of charge and unlimited in time.



The screenshot shows the SelectaDNA website interface. At the top, there is a navigation bar with the SelectaDNA logo, a shopping cart icon, and links for 'Voir panier', 'Nouveau compte', and 'Login'. A language dropdown menu is set to 'Français'. Below the navigation bar, the main heading is 'Login Police'. The text explains that users can search for the owner of a marked item by using the international database. It provides two options: a 'Login' button for existing users and an 'Enregistrer' (Register) button for new users. A footer note mentions contacting info@selectadna.ch for police access.

Detection

To facilitate their detection, all SelectaDNA products contain an UV tracer, showing itself with a forensic black light.

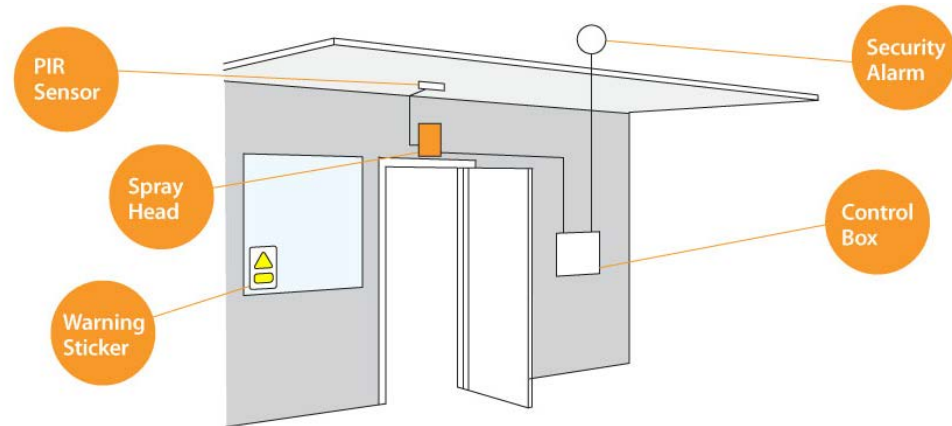




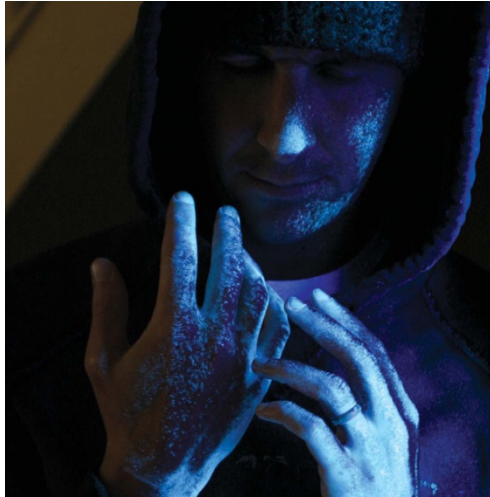
**3 distinct solutions to
answer various needs**



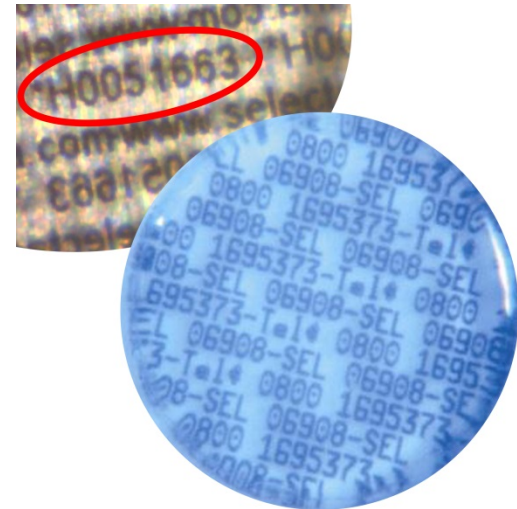
1. DNA Spray system scares robbers away



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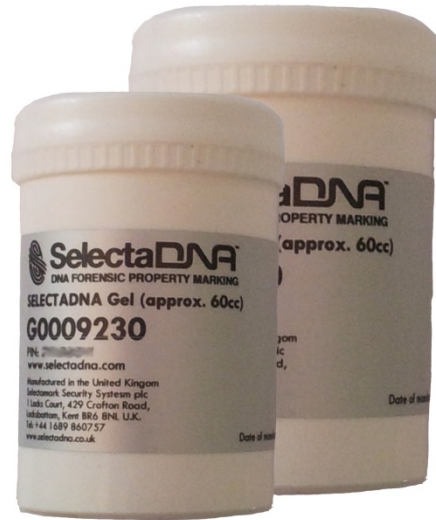
2. DNA Asset marking



3. Marking solution for metal and outdoor equipment



Other products and development



Questions and discussion

Thank you



Secured by Design



Official Police Security Initiative



Selectamark Secure Asset Register
Certified to LPS1224: Issue 3
Certificate Number 497b/01



Assessed to ISO 9001:2008
Certificate number 497



Certified to LPS 1225: Issue 3
Certificate Number 497a/01 to 07



'A stained note is probably a stolen note'