



## P R E S S   R E L E A S E

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**FOR IMMEDIATE RELEASE**

### **SIRAS P.I. SURPASSES 2000** **POLICE AGENCY SUBSCRIBERS**

#### **Law Enforcement Professionals Increasingly Look To Unique Retail** **Crime Fighting Database to Connect Crooks to Crimes**

**REDMOND, Wash., October 12, 2010** – Retail technology innovator **SIRAS**, whose point-of-sale product registration technology has transformed how retailers validate product returns and warranties, has announced that its crime-fighting tool, **SIRAS P.I.**, **has surpassed 2,000 subscribing police and law enforcement agencies** throughout the US and Canada. The SIRAS P.I. database contains hundreds of millions of product serial number transaction records and helps link products with cases of identity theft, stolen credit cards, retail fraud, and organized retail crime, and has helped law enforcement professionals nationwide apprehend and convict perpetrators of retail crimes.

Subscriptions to **SIRAS P.I.** are **free of charge** to authorized law enforcement personnel. Subscribing agencies span North America and include the FBI, the U.S. Secret Service, the Los Angeles Police Department, and the New York Police Department.

“Interest in SIRAS P.I. continues to grow because it has proven itself to be an invaluable tool for law enforcement,” said Peter Junger, president of SIRAS. “Police are eager for tools that help them stay ahead of the criminals, and SIRAS P.I. has proven itself to be an effective tool in bringing these criminals to justice.”

According to Junger, a significant challenge law enforcement faces is the inability to positively identify items that have been stolen and/or from which retailer they were taken. Unless a product can be identified and its theft authenticated, criminal prosecution and product recovery efforts often stop.

It’s this identification and authentication that is often the missing piece in the prosecutorial puzzle, and it is the reason the law enforcement community has embraced SIRAS P.I.

Since 1996, SIRAS’s Electronic Product Registration system has helped participating retailers and manufacturers track products throughout the sales lifecycle by recording each registered product’s unique fingerprint - currently the UPC and serial number. SIRAS P.I. gives law enforcement officials real-time access, either via the web or a toll-free number, to search the company’s product database by serial number in order to help them determine exactly where and when products had been purchased and if they may indeed have been stolen – either from an individual, from a retailer or during transit. Law enforcement officials and retailers additionally have the ability to report stolen items to the database.

SIRAS P.I. also gives law enforcement officials the ability to link suspicious or stolen products to specific criminal incidents. For those items suspected of being purchased with fraudulent tender, including stolen credit cards or gift cards, SIRAS P.I. allows authorized law enforcement agents to trace a product’s retail transaction history with pinpoint accuracy. Many of the products SIRAS tracks are among those most

commonly stolen: televisions, notebook computers, video game systems, portable media players, digital cameras and other consumer electronics and appliances.

Said Junger, “While we’re pleased with the progress we’ve made, the feedback we’ve had on impact of SIRAS P.I. has energized us to reach all 16,000-plus law enforcement agencies across the nation.

For more information on SIRAS P.I., go to [www.siras.com](http://www.siras.com).

## **About SIRAS**

SIRAS is the pioneer in Point-of-Sale (POS) Electronic Product Registration and return validation technology, which allows participating retailers and manufacturers to track product, reduce returns and fraud, protect inventory, recover stolen product, validate warranties, and improve both forward and reverse logistics. By tracking each product throughout its sales lifecycle by its unique “fingerprint,” (currently UPC and serial number), SIRAS respects and preserves total consumer anonymity. At the same time, SIRAS provides valuable tools for its manufacturing, retailer and law enforcement partners to optimize operations, resolve investigations, increase visibility, and improve the consumer experience.

SIRAS also provides law enforcement and retail loss prevention professionals with access to its product data network, SIRAS P.I., for use as a crime fighting tool to help them track product and establish ownership. SIRAS provides this access at no charge. For more information about SIRAS P.I. or to register as a user, please email [siraspi@siras.com](mailto:siraspi@siras.com).

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