



Introducing the World's First Behavioral Intelligence-based Smart Device for Dogs with Apple Watch

SensDog, the World's First iDog Solution: Next Generation Smart Device with Apple Watch and Companion iPhone App

Budapest - November 25, 2016 - In a worldwide live webinar, SensDog announced the world's first behavioral intelligence-based smart collar to the scientific community, which is now publicly available for Indiegogo backers in the USA and around the world.

SensDog is more than a revolutionary new collar on dogs – built around an embedded Apple Watch – it's the future of enhancing our communication and connection with dogs. SensDog is the brainchild of the world's leading dog behavior laboratory, collecting real-time behavioral data on dogs, instantly processing, interpreting and communicating such data to owners. This is the first attempt to make a peek into the secret life of pets.

"While most pet products on the market feature simple information either on activity level or on location, SensDog can recognize dog behavior with detail unimaginable till now" said Gábor Csizmadia, cofounder of SensDog. "It's a well-known phenomenon that dogs communicate with their body and with their behavior so if we'd like to understand them we need a device which translate it to us. This is exactly what SensDog is for. Dogs now has the possibility to call us to tell their stories. It's our turn to pick up the line and listen them."

We are spending increasing amounts of time using our smart phones and computers, which often leads to a less personal social life and to less time spent with our dogs. Connecting our digital lives with our dogs is a revolutionary way to get and feel as close to them as ever.

Technology makes it possible to connect with nearly anyone around the globe and now it is time to also connect with companions who live with us.

Prof. Ádám Miklósi - who leads the research team - adds, "Continuous research on dog behavior makes SensDog really different from its competitors. This way we deliver our latest scientific insights directly to dog owners and in parallel we can analyze the incoming data from around the world. Feeding back and helping them to understand their dogs' behavior from a scientific viewpoint is a huge leap toward a better human-dog relationship."

SensDog Apple Watch Edition is compatible with Apple devices, using the Apple Watch sensors while simultaneously communicating both with the iPhone and our servers.



Additional Features of the SensDog Connected Collar:

- Real-time and historical behavioral data recording with the sensors of the the Apple Watch enclosed in the dog's collar
- Wifi and bluetooth connection, standalone internet communication and messaging
- Two-way voice communication with remote surveillance
- GPS location data and spatial recognition
- Special modular blocks on the collar for additional sensors and electronics

SensDog App Features:

Collecting and analyzing behavior data in real time and delivering both a summary and a detailed analysis of four aspects of your dog's days:

Happiness - it's about emotional balance. You can immediately know what makes your dog happy/sad, what causes them relief/stress, and how their emotions change over time. It basically tells you how your dog is feeling and why.

Wellness - it's about body and physical wellbeing. Is your dog in good shape, sleeps and rests well, eats and drinks enough? Are there any health or weight issues that you should know in advance? Were there any behavioral changes that you should pay attention to?

Friendship -it's about your dog's social connections, like who is leader in the pack or in the park. How is your dog feeling about other dogs, who are their friends or loved ones?

Parentship - are you a good guardian of your furry friend? How close is your connection, are there any problems in the family? Are you getting closer over time? Did your dog's feelings change towards you?

Pricing & Availability

SensDog Apple Watch Edition is available in black and red, starting at \$139 (US) - at Indiegogo.

About SensDog

SensDog is a US-startup, focused on the intersection of behavioral science and digital technology, improving next generation smart devices and solutions for recognizing and analyzing animal or even human behavior.

Press Contacts:

#Marketing Communication

Gabor Csizmadia, SensDog

csizmadia@sensdog.com

#Research

Prof. Adam Miklosi, SensDog

miklosi@sensdog.com