

Press Release invoxia  
Paris, May 24, 2018

**UNDER EMBARGO UNTIL MAY 24 AT 8AM**

## How about a smartphone for cats with a 6-months battery life?

**invoxia partners with Wamiz to launch  
the new generation GPS tracker for  
pets.**



*This simple and powerful device allows users to keep in touch with animals during their daily activities, no matter where they are, and makes sure they never get lost again!*



Paris, May 24, 2018 - Invoxia, leader in telecom, partners with Wamiz, major community website dedicated to animals, to unveil its new tracker for pets. A simple, autonomous and powerful geolocating device that uses low power networks to locate their movements and watch over pets, wherever they may be.

Trips, trains, planes, hotels, luggage and family - during summer, owners are relaxed, animals are on unknown grounds, ultimately the chances of losing them escalate. To put

our minds at ease, invoxia partners with Wamiz to unveil Pet Tracker: a new kind of GPS tracker. On the dedicated app, the owner can locate Bella during her park expeditions; he can discover the secret places where Garfield hides each afternoon; and make sure that Oscar has arrived home safely. It keeps an eye on pets and alerts their owners if they might get lost. It finds them anywhere.

Conceived specifically for pets, the tracker is light, waterproof (IP67) and it attaches to any type of collar without having to take it off, thanks to an elastic band. It follows pets on their adventures, to ensure their security and provide owners with peace of mind, remotely. The owner can see the animal's position in real time on the mobile app GPS Pet Tracker.

Wamiz brings its knowledge and expertise in domestic animals where invoxia brings its know-how in IoT and telecom. Unlike other similar devices, invoxia's GPS tracker does not use a SIM card, but works with low-power networks Sigfox and LoRa®, which allow it to be more autonomous (with a battery life of up to 8 months) and more efficient. It also combines GPS and nearby Wi-Fi network locating technologies to offer the highest precision in every environment: city and countryside, inside and outside, with a precision of 0 to 20 meters (0 to 66 feet). The device is available with no additional cost: it comes at 99€ TTC (99\$) and includes a 3-year subscription to Sigfox and LoRa®.

According to Serge Renourd, cofounder of invoxia: *"The invoxia tracker is a true digital leash that offers animals complete freedom while ensuring that they can be found, wherever they may be. This new generation device anticipates a new kind of remote relationship between men and pets, where the GPS tracker gets enriched with functionalities that are specific to smartphones"*.

Adrien Ducousset, cofounder of Wamiz, adds: *"We are incredibly pleased to partner with invoxia for this GPS tracker that disrupts our relation to our pets. Thanks to this innovation, we can of course keep an eye on them, but we also invent a new dialogue and a new intimacy between owners and their pets"*.

### Advanced Features

To personalize the tracker according to his needs, the user can define "security zones" and receive notifications whenever the tracker enters or exits these areas (for instance, whenever he comes out or goes inside the house). He can also access the tracker's exact location on the map via the GPS Pet Tracker app and trace its routes in a selected time slot.

The user can also customize the tracking intensity while the pet is in movement. Users can activate several modes according to their needs:

- **Everyday Mode:** In this mode, the user is notified every 10 minutes if the tracker is in movement
- **Intense Mode:** In this mode, the user is notified every 3 minutes if Roadie makes a movement outside a specific geographic area.

### Technical Features

- 42x24x17 mm / 1,65x0,94x0,66 in
- 15g / 0,5oz
- Cap and USB protection in elastomer
- Notification LED



- Waterproof IP67
- Battery life of up to 6 months, rechargeable battery 250mAh
- Compatible with Lora and Sigfox networks, European and American frequencies
- High precision tracking, inside and outside, thanks to GPS and nearby Wi-Fi network locating technologies

#### Availability

Invoxia's Pet Tracker is available in preorder on [invoxia.com](http://invoxia.com), at the price of 99€ / 99\$, including a 3-year subscription to the Sigfox and LoRa® low power networks. Deliveries



starting mid-June 2018.

**Invoxia will be at Vivatech from May 24 to 26, 2018  
Booth D44, with Richemont**

#### About invoxia

Invoxia is a world leader in telecom, speakers and connected objects. Known for its In Vivo Acoustic® technology, the company designs and develops connected devices, speakers and telecommunication products combining design, ease-of-use and long-distance sound capture. Invoxia was created in 2010. It is based in France and has offices in the United states and China.

For more information, please visit: [www.invoxia.com](http://www.invoxia.com)

#### About Wamiz

Created in 2009 by Adrien Magdelaine and Adrien Ducousset, Wamiz is the #1 French website dedicated to pets with a monthly audience that surpasses 7,7 million. Wamiz.com offers council and information to pet owners and thanks to its expertise it also offers services such as Conso Animo, Wamiz box, Vetclic and Adopte-Moi. The website is available in Spanish, German, English and Portuguese.

For more information, please visit: [www.wamiz.com](http://www.wamiz.com)

#### Press Contacts

Ilinca Spita - [i.spita@licencek.com](mailto:i.spita@licencek.com) - +33(0)6 64 75 12 98

Jean-François Kitten - [jf@licencek.com](mailto:jf@licencek.com) - +33(0)9 72 33 47 63

Sofia Anzali - [s.anzali@licencek.com](mailto:s.anzali@licencek.com) - +33(0)1 45 03 21 77