

Press Release Invoxia
Las Vegas, January 8, 2019

Connected Health: because cats and dogs are worth it too!

Invoxia Pet Tracker is the first connected health device for cats and dogs that makes sure they don't get lost and keeps track of their activities. The owner can finally understand his pet to keep it healthy and improve its well-being. Invoxia Pet Tracker is available in Europe¹.



Las Vegas, January 8, 2019 – Invoxia, specialist in consumer GPS trackers, launches the first connected health device for pets: Invoxia Pet Tracker. This smart and powerful device with a 3-months battery life works on Sigfox (IoT) low-power network everywhere in Europe. Light, waterproof (IP67), it attaches to any type of collar with an elastic band and it alerts the owner if his pet wanders in unusual or unfamiliar places. Featuring activity tracking, Invoxia Pet Tracker is also a state-of-the-art sensor for the well-being of the pet that detects its activity, measures the travelled distance and analyzes their sleep or resting pattern. Owners can finally keep them healthy, anticipate their needs and improve their well-being, because they are worth it, too.

Has Bella found a new routine? Is Rex still excited running around the same park, at the same time? Does Garfield sleep more during weekends or, on the contrary, is he more active when its owner is at home? **Invoxia Pet Tracker is a new kind of connected health** tracker dedicated to cats and dogs, that locates their movements and tracks their activities: thanks to artificial intelligence, it **detects when the animal is out for a walk or running**, it measures **the activity in minutes and the daily distance travelled**, and it can distinguish an activity from – for instance – simply moving from one side of the couch to the other. The tracking intensity also adapts to the activity practiced.

The new functionality “**Pet walk alert**” detects the movements in real time and completes the “**security zones**”: while the former alerts the owner when his pet exists a particular zone, the latter notifies him when he walks or runs for more than 2 minutes. **It is now possible to differentiate when the pet harmlessly exists the zone, or attempts to run away!** Invoxia Pet Tracker also analyzes the **sleep quality**

¹ Available in: Spain, Portugal, Italy, Ireland, Belgium, Luxembourg, Netherlands, Denmark, Czech Republic, Slovakia, soon in Germany and in the UK.



of dogs (with a sleep score between 1 and 100) and the **duration of the cats' rest**. Rex and Garfield finally have a connected health device that ensures their happiness.

According to Serge Renouard, CEO and co-founder of Invoxia *"With the Pet Tracker, we wished to bring peace of mind to pet owners. Being able to keep an eye on them, even at distance, was only the first step! With the activity tracking, we're taking a step further by enabling owners to better understand their pets. We are convinced that this better understanding will have positive outcome on their health and well-being."*

By tracking these key metrics in time, users can detect changes in the animal's behavior, anticipate their needs and know them better. The information can be accessed on the app, including a data history on a daily, monthly or annual basis.

Precision and battery life

Unlike other existing trackers, Invoxia Pet Tracker does not use a SIM card, but the low-power network Sigfox, which allows it to be more autonomous (with a battery life of up to 6 months) and more efficient than any other tracker. 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. The device is available with no additional cost: it includes a 3-year subscription to Sigfox.

Advanced Features

The tracker features an intelligent battery management that activates geolocation depending on the activity of the pet. The trackers automatically adapts the frequency of its points to the activity detected. 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.

Technical Features

- Tiny and light (42×24×17 mm / 1,65x0,94x0,66 in ; 15g / 0,5oz)
- Cap and USB protection in elastomer
- Notification LED
- Waterproof IP67
- Battery life of up to 3 months, rechargeable battery 250mAh
- Compatible with Sigfox and LoRa low-power networks
- High precision tracking, inside and outside, thanks to GPS and nearby Wi-Fi network locating technologies

Availability

Invoxia's Pet Tracker is available on invoxia.com, at the price of 99€ including a 3-year subscription to the Sigfox low power network.



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Embargo lift: 08/01/2019 9am PST / 6pm CEST

CES booth: Sands, Halls A-D - 45137 (Fitness & Technology Marketplace)

[Link to map](#)

About Invoxia

Invoxia specializes in connected objects integrating AI. The company develops and commercializes a range of consumer and professional trackers with neuronal networks, allowing for instance to recognize the activity practiced by a pet. The company also created Invoxia Tracking Hub, a B2B complete and customized tracking solution for professionals, integrating a platform and a dedicated range of trackers. Invoxia also developed a predictive maintenance and defect detection solution, integrated in the Rochemont watches. Also known for its In Vivo Acoustic® technology, the company developed Tribby, the first connected speaker outside the Amazon ecosystem integrating the Alexa voice system and developed in partnership with Amazon, also compatible with AppleHomeKit, to manage the connected home. Invoxia is a French company founded in 2010 with offices in the United States and China.

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