

Connected Petcare

Technology bringing owners closer to their pets

The pet industry is evolving; owners are looking at human trends in health monitoring and seeking equivalent products to help them understand more about their pet's health and wellbeing. For many pet owners, the day-to-day reality is that they have to spend hours away from their pet each day.

While nothing can replace the quality time an owner spends with their pet, at Sure Petcare we have thought long and hard about how we can use technology to strengthen the bond between pets and their owners, even when they are apart. The result is a new range of smart pet products which can provide pet owners with greater insight into their pet's daily routines and behaviors: what they get up to when owners are away from home, but also monitoring how a pet's behaviour changes over time.

This can help owners to make more informed decisions about how to provide the best care for their pet, and how they may need to make changes to their pet's care as their needs evolve throughout their life.



Pet Care Re-imagined

Products that work for pets and people

In recent years, Sure Petcare has become a well-known pet technology specialist, having developed an award-winning range of smart pet products which are operated by a standard identification microchip to control access to areas of the home, garden or even to food, enabling the provision of personalised care for each member of a feline family.

In the past year, we have taken this idea a step further and have launched the first products in an ecosystem of connected pet products for cats and dogs. When used together, the data gathered from individual devices in the ecosystem will build a comprehensive picture of an individual pet's health and well-being.

The challenge with designing connected pet care products is that the main customer is not just a person, they typically have four paws! This means that as well as creating products that allow owners to alter and control their pet's environment, the pets have to love the products too.



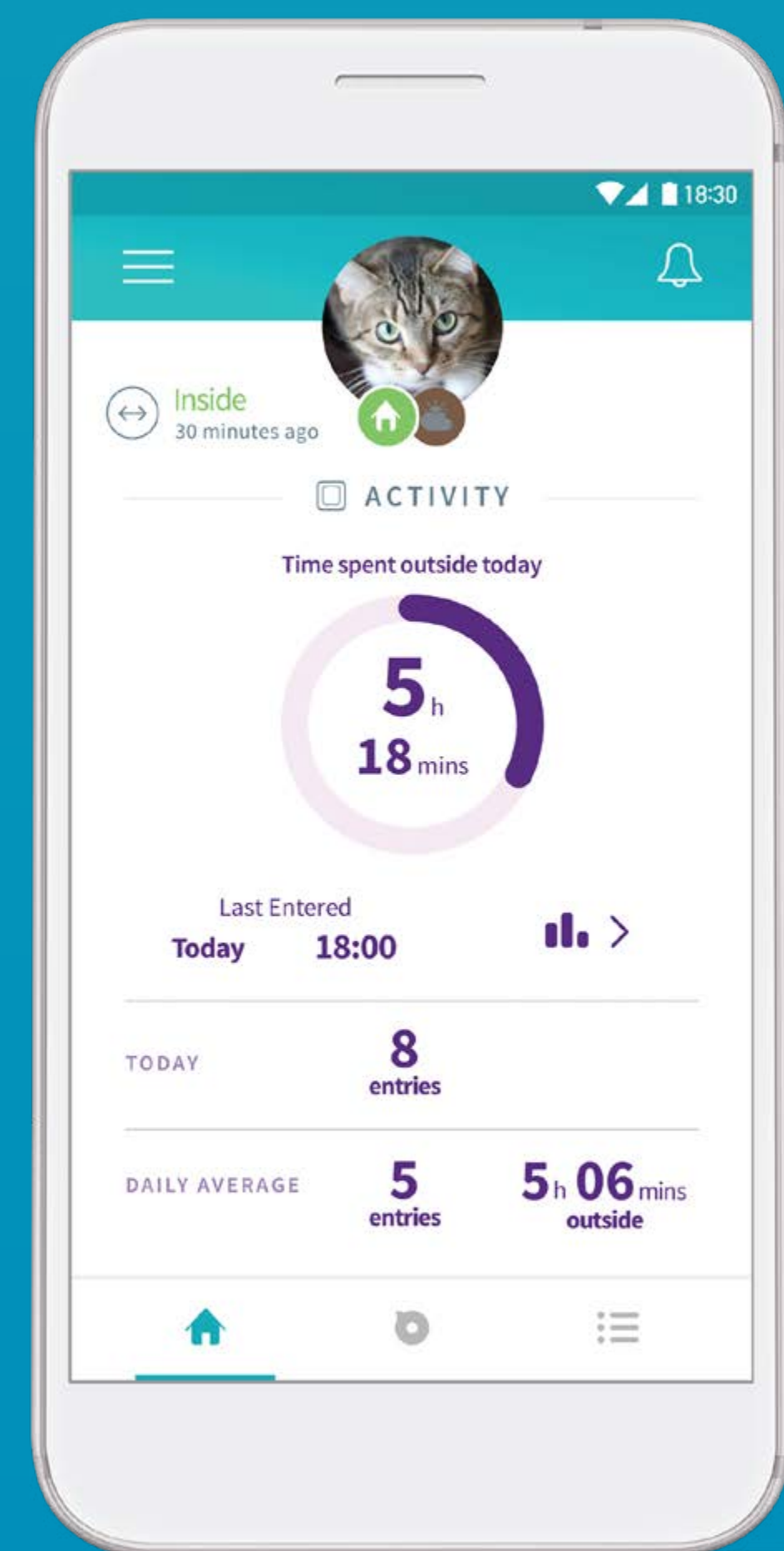
Cat fl-app

The most advanced cat flap ever!

Cats are overtaking dogs as the most popular pet in many countries around the world, perhaps due to the ease with which they are perceived to fit into today's busier lifestyles. However, there is still much curiosity amongst cat owners about the routines and behaviours of their fiercely independent feline friends.

The Microchip Cat Flap Connect enables owners to monitor and control their cat's comings and goings, via the Sure Petcare app. Owners can find out what time the cat came in from their evening prowl and get reassurance that their cat is coming and going as normal while they are away from home.

The door can also be locked and unlocked remotely and a curfew can be set to keep the cat safe indoors during the rush hour. Beyond this day-to-day monitoring, the Microchip Cat Flap Connect also helps owners to understand their pet's "normal" profile of behaviour, including the frequency and duration of their outdoor visits. This makes owners better equipped to identify subtle changes in wellbeing, which may otherwise have gone unnoticed.

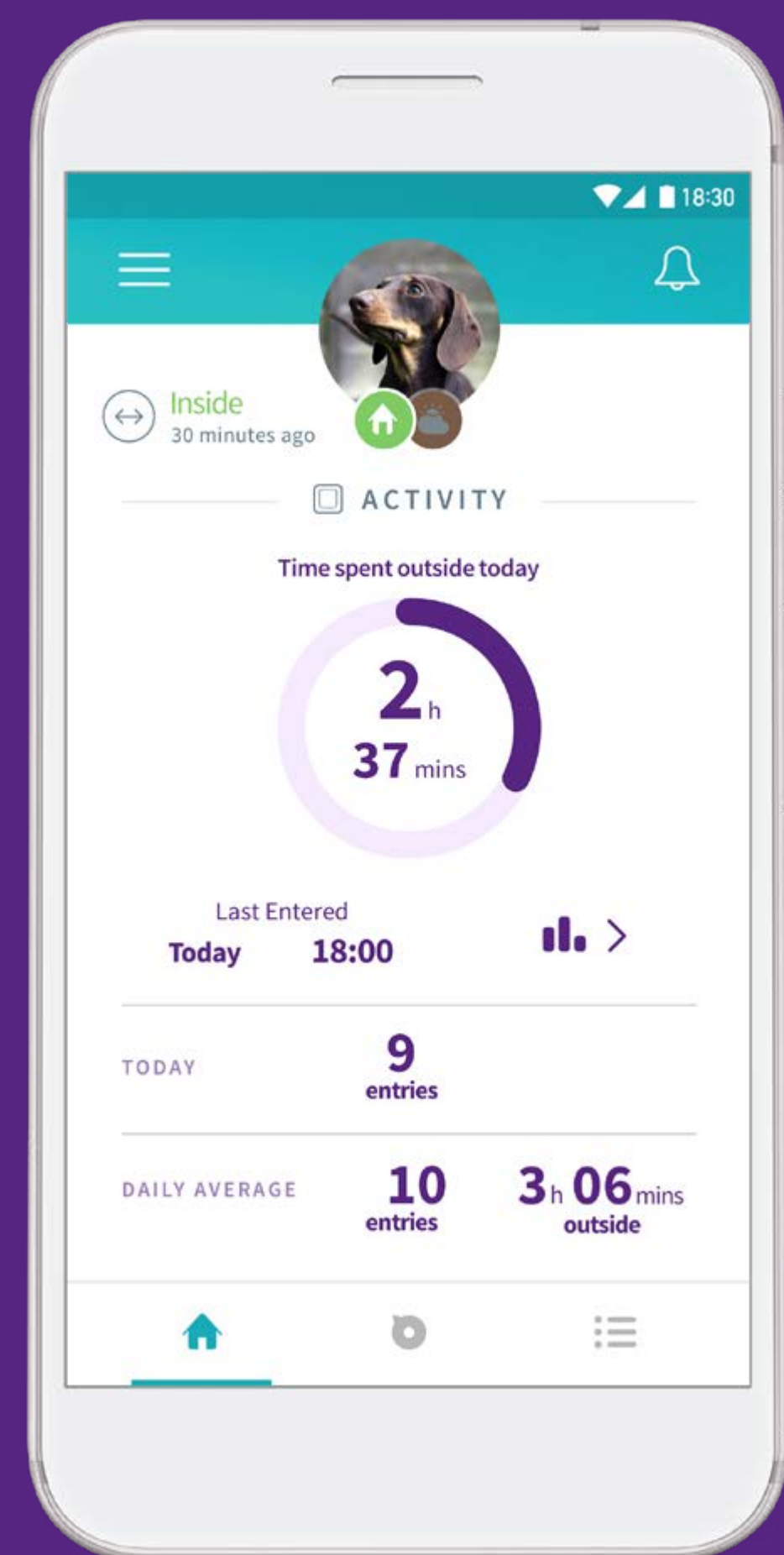


Pet Door

Flaps aren't just for cats, doggie doors are in!

For many dog owners there is no option but to leave their dog at home whilst they go to work. The Microchip Pet Door Connect gives small dogs the chance to pop out for a toilet break in the middle of the day or even play in a secure garden.

Just like the Cat Flap Connect the Pet Door Connect when paired with the Hub and Sure Petcare app gives owners full control of when their dog is allowed into the garden. Lock and Unlock remotely or set daily curfews.



Animo

The Lifelong activity and behaviour monitor for dogs

Tracking how much your dog exercises is much like activity tracking in humans and is a great way to encourage a healthy lifestyle.

But many owners want to go beyond this to understand more about their dog's ongoing health and behavioural wellbeing. In addition to activity tracking, Animo monitors a dog's key behaviours (sleep quality, barking, scratching, shaking), continually measuring and comparing these against previously collected data for that animal. This gives owners a historical view of what happened when they were away from their pet at work or on holiday, or just how things have changed in the last few days. Rapid changes in these behaviours can be key indicators of a change to a dog's health and wellbeing.

Animo reveals changes which owners may not otherwise see or be able to quantify, as they cannot be with their dog 24/7. Noticing these changes early enables owners to adapt the care that they give their dog.

Animo has been designed to be worn 24hrs a day, is waterproof and has a 6-month battery life.



Microchip Pet Feeder Connect

App-controlled feeding and monitoring

With recent estimates classifying up to **60%* of cats as overweight or obese**, a simple and practical way is needed to help cat owners to control and monitor the food intake of their pet.

The SureFeed Microchip Pet Feeder connect features integrated scales, allowing owners to precisely measure out a pet's meal for up to two different types of food. Each time a pet eats, the amount of food is recorded and sent to the Sure Petcare app. There, owners can see the total amount of food eaten, how much is left in the bowl and a wealth of historical data including when their pets like to eat and the average amount consumed at each visit.

The Microchip Pet Feeder Connect can be used in consultation with a vet as part of a weight management programme, or by owners to create a healthy feeding routine for their cats. Proactively managing diet in this way helps to reduce the chance of a pet developing weight-related illnesses such as diabetes and arthritis.



*Association for Pet Obesity Prevention survey results 2017