PitPat, a new health and fitness gadget for dogs

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As ground breaking wearable technology continues to burst into the mainstream, PitPat takes app-connected devices to the pet-lovers market. PitPat can help dog owners to ensure that their dog is healthy and happy by sharing activity levels with the owner's phone or tablet. For the first time dog owners can solve the mystery of what their dog does when they are apart.

The device (PitPat) straps easily onto any collar, whatever the size or breed of dog, and measures how active the dog is throughout the day. It sends the information to a free and intuitive app on the owner's phone or tablet and compares the data from the device to veterinary guidelines for over 150 breeds of dog, letting the owner know that their pet is fit and healthy, or whether they need more exercise or rest.

The pet connected devices market is starting to grow with pet products offered from Whistle*, Tagg** and CLEO*** alongside their human counterparts of Jawbone UP****, Fitbit***** and others; PitPat aims to shine in this rapidly developing field as it's competitively priced, subscription free and liberated from the pain of charging as it has a battery life of over a year. Prices start at £20 (GBP), about one third of the cheapest competitor. If all goes well, the company expects to send out the first units early next year, with full production starting by the summer.

"We know how much dog owners love their pets, and that many would do almost anything for them", said Andy Nowell, PitPat's inventor. "But there are limits, and other devices like this are just too expensive. Based on our experience from other products, we knew we could design one that would not only be much cheaper, but also much better". PitPat is the first such device to be priced and aimed at all ordinary dog-lovers.

Following a successful period of under-cover market research and prototype development, PitPat is available to pre-order on the popular Kickstarter crowd-funding website before the campaign closes on Thursday 16th October 2014.

Learn more at www.pitpatpet.com.

About

PitPatPet Ltd was founded at the end of 2013 by a group of four technology consultants and engineers based in the booming tech start-up town of Cambridge, UK. The team have a deep expertise in high volume product design, sensor technology and app-connected devices. Based on their experience developing low cost and ultra-simple consumer products, whilst drawing inspiration from the booming human market, the group spotted an opportunity in the pet sector and formed the company to develop it.

Notes to editors

More information is available on www.pitpatpet.com

Other products mentioned:

*Whistle: http://www.whistle.com/whistle-activity-monitor-landing/

**Tagg: http://www.pettracker.com/

***CLEO: http://www.cleocolar.com

***Jawbone UP: https://jawbone.com/up

****Fitbit: http://www.fitbit.com/

Kickstarter link:
https://www.kickstarter.com/projects/108742220/pitpat-the-activity-monitor-for-dogs

Media:











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