



New tech product for dog owners, the SNIF Tag, combines wireless and motion-sensing technology to monitor activity and connect pet owners

- *Boston-based SNIF Labs brings first consumer technology product to market, targeting America's 43 million dog owners -*

Boston, MA – November 10, 2008 – SNIF Labs, a consumer technology company that develops and markets technologies that bridge the physical and digital worlds, has launched its first product for dog owners, the SNIF Tag.

The SNIF Tag is the first pet accessory to combine advanced wireless sensing and web technologies and offers several benefits to dogs and owners. It allows dog owners to meet, socialize online and expand their social circle with other dog owners in their communities. It also provides owners with remote and real-time insight into their dog's daily activities.

The SNIF Tag weighs less than 1 ounce (23 grams), is the size of a matchbox and easily fastens onto a dog's collar. It has been designed and tested on a range of dogs, from Chihuahuas to Great Danes. Internally, the SNIF Tag combines a three-axis accelerometer, a low-power radio transceiver, and flash storage. The tag maintains a real-time model of a dog's behavior through an embedded classifier based on machine learning techniques.

When monitored, the tag relays activity states back to the base station, which then uploads the information to sniftag.com. Dog owners can log in while they are traveling or at work and see an avatar of their dogs' behavior updated in real-time.

Inside or out, the SNIF Tag records activity history that gets automatically uploaded through a base station and can be viewed by hour, day, or month on sniftag.com. Dog owners can check up on the delivery of services, such as dog walking and daycare, as well as compare their dogs' activity levels to other dogs in the area or of the same breed.

Tags also communicate with each other, enabling a new type of social networking. When dogs wearing a SNIF Tag meet, the tags wirelessly connect and the encounter is recorded. Upon uploading to sniftag.com, the wireless identifier of an encountered tag is interpreted to display information about the dog that was met. The IDs are unique, random and change over time to ensure security and personal privacy.

When a dog owner logs into sniftag.com, encountered dogs show up as 'Acquaintances' and are displayed with the name, breed, and other information pertaining to the dog. Acquaintances can be upgraded to 'Friend' status only when both owners mutually agree to do so. At this point, the site's social networking capabilities are fully enabled. Instead of only displaying pet information, personal profile pages of owners are available to Friends. In this way, the SNIF Tag platform provides a secure, social venue for dog owners in local communities to grow their friendships both on and offline.

SNIF Labs was founded by graduates from the Massachusetts Institute of Technology (MIT). The SNIF Tag has been designed and patented in the US.

"Dog owners in America spent more than \$40 million on their pets last year," said Noah Paessel, CEO and Founder of SNIF Labs. "Yet there is surprisingly little on the market to provide owners with peace of mind while they are away from their dog. While filling this market need, we wanted to develop a social networking tool that had one foot (or paw) in the real-world. We consider this to be a development in social networking as it bridges real life with online personas; these two worlds will increasingly blur."



The SNIF Tag starter kit costs \$299.00. It includes a customizable SNIF Tag, an Ethernet base station, which also charges the tag, connection cables and a one-year premium membership to the SNIF Tag online service at sniftag.com.

About SNIF Labs

SNIF Labs develops and markets technologies that bridge the physical and digital worlds.

The company's new product, the SNIF Tag, is the first pet accessory to combine advanced wireless sensing and web technologies to provide insight into a dog's daily activities and social encounters. The SNIF Tag platform allows owners to remotely monitor their pet's activity in real time through sniftag.com, enabling them to more closely share the lives of their dogs. The accompanying online social networking feature allows dog owners to connect with other SNIF members whose dogs have met. With the SNIF Tag, owners can ensure the fitness and well-being of their pets while expanding their social circle with other dog owners in their communities.

www.sniftag.com

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