

Wagz™ Unveils Dog Collar Wearable as Brains Behind the First Connected Pet Home System at SuperZoo 2018

New Wagz™ Explore Collar uses data-driven insights to help dog owners track, monitor, and communicate with their pets in groundbreaking way

LAS VEGAS, June 26, 2018 -- Wagz, Inc. will set new standards for smart pet tech at **SuperZoo 2018 (Booth #6521)** as the self-proclaimed ‘dog nerds’ announce the arrival of the highly anticipated **Wagz™ Explore Smart Collar**—the first high-tech dog wearable of its kind that combines real-time data, geofencing and artificial intelligence to help owners keep their beloved canines on their property, off the couch, out of danger and eating healthier.

The new HD video-enabled collar is the central nervous system of a complete line of Wagz™ products that uses one simple app to deliver a completely connected pet home. The Wagz™ Explore Smart Collar communicates with the brand’s high-tech doors, feeders, water dishes, and treat dispensers to eliminate hundreds of worries for pet owners.

One game-changing feature is the collar’s ability to pair with the recently launched **Wagz™ Serve Smart Feeder** to learn and deliver the precise nutrition for each pet based on a pet’s activity level. The feeder dispenses any food but can also simplify the process with smart dog food cartridges (**Whello™**) - a Keurig-like food delivery system with stay-fresh premium food cartridges that snap directly into the feeder to completely eliminate the waste, hassle and diminished nutrient value of giant bags of dog food. The Explore Smart Collar uses proprietary activity tracking and environment sensing technologies to tell the feeder the optimum amount to serve your best friend—automatically.

The Wagz™ Explore Smart Collar doesn’t just tell pet owners where their pet is at all times—it keeps pets safely at your side on a walk or in the yard when you’re not at home. The wearable saves on older expensive technologies like invisible fences and bark collars by combining its precise geofencing and ultrasonic deterrence technologies to allow pet owners to set precise boundaries on their property and create an invisible leash for your dog.

"Looking at today’s smart collars, most are really just glorified tracking devices," said Terry Anderton, CEO of Wagz, Inc. "Our dedicated team of ‘dog nerds’ set out to build a daily pet life-changer—a truly intelligent dog wearable that works with other Wagz connected pet home devices to give dogs and owners a better and happier life. The high-tech wearable goes far beyond traditional “smart” collars by using cutting-edge technology to eliminate dozens of common pet owner concerns around nutrition, safety, fitness, and freedom."

The Explore Smart Collar device also packs in HD video streaming, two-way audio, activity tracking and humane bark deterrence. It uses the artificial intelligence found in popular smart home assistants like Amazon Alexa to connect pets and give them a voice.

Key Explore Smart Collar Product Features:

- **Robust Activity Monitoring**
Monitor daily activity and calories burned based on breed, age, and weight.
- **Nutritional Intelligence**
Pairs with Wagz™ Serve Smart Feeder to automatically feed based on real-time activity.
- **Precise GPS Tracking**
Know exactly where a dog is at all times and get alerts on your phone.
- **Temperature Alerts**
Get alerts when your dog's ambient temperature is too high or low.
- **Geofence**
Set precise boundaries around any location you need and keep them within those safe zones with ultrasonic/vibration deterrence.
- **Invisible Leash**
Ditch the rope with the collar that keeps them close using humane deterrence.
- **HD Video Streaming with Bark Alerts**
Check in on your dog from anywhere and get alerts when your dog is barking.

The launch of the [Serve Smart Feeder](#) and Explore Smart Collar come as Wagz™ prepares for a big year of delivering the first completely connected pet home. The brand has also brought the [Petzi Treat Cam](#) into its family and is preparing to launch the Go Smart Door, Roam Smart Tiles and Drink Smart Water Dish as well.

Visit Wagz™ at SuperZoo [Booth # 6521](#) at the Mandalay Bay Convention Center in Las Vegas, July 26-28.

The Wagz™ Explore Smart Collar will be available July 15, 2018 (accepting pre-orders now).

ABOUT WAGZ™, Inc.

The Wagz™ dog nerds use first-of-their kind technologies to build the only system that delivers a completely connected pet home. We committed ourselves to building a family of products that work together to cover the most pressing needs of pet parents. Our connected feeders, doors, collars and more deliver a system that allows you to give your dog newfound freedom, better nutrition, long-lasting health and more attention. It's a system built to eliminate hundreds of worries. It works with one simple app. It gives

you one very happy pup. For more information on Wagz™, visit www.wagz.com, or find us on [Facebook](#) or [Instagram](#).

About SuperZoo

SuperZoo boasts the most buyer and exhibitor participation of any trade show for the pet retail industry in North America, providing pet retail and service professionals with the knowledge and resources they need to be successful. For the sixth consecutive year, SuperZoo has grown in exhibitor space and square footage and has been listed among Trade Show Executive's "Gold 100" trade events since 2014. Produced by World Pet Association (WPA), the show attracts thousands of retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization promoting the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends. In addition to producing SuperZoo,

WPA is the host of America's Family Pet Expo, held annually in Costa Mesa, CA, Atlanta Pet Fair & Conference, held in Atlanta, and Aquatic Experience, held in Chicago.

SuperZoo 2018 will be held at the Mandalay Bay Convention Center in Las Vegas, July 25-27, with conference sessions July 24-26.

For more information: www.superzoo.org.

PRESS CONTACT

Stefanie Guzikowski
E & G Public Relations, LLC
603-817-9464
sguzik@egpublicrelations.com

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