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Dive Commander lets you control a real sub via the Internet

Following the success of iPet Companion, Reach-In has launched an underwater application, 'Dive Commander', letting users control a mini-sub in an underwater treasure hunt.

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Reach-In's popular real-time Internet technology (<u>iPet Companion</u>), which has thousands of people playing with shelter cats over the web, is now being used for the first time in an aquatic environment. Visitors to <u>Dive Commander</u> can control a mini-submarine, viewing aquatic life and hunting out clues in an underwater treasure hunt.

In this initial stage, all play at Dive Commander is free. A unique aspect of this application is that 2 users can be live at the same time; one user becomes the "Captain in Charge" of the sub whose mission is to find clues in the tank. A second user can then take control of the "Nuisance buttons" trying to disrupt the passage of the Captain in Charge, slowing down their progress.

Scott Harris, owner of Reach-In, commented on the launch of Dive Commander and the success of iPet Companion, "It's been fantastic to see our technology used in such an intimate and personal way. Being able to *physically* connect with animals, and other people, from around the globe is extremely unique." He continues, "We are branching into aquatic life where users are able to control a submarine in a project called 'Dive Commander'. We are happy to be able to support these projects and anticipate it will be just as impactful underwater as it has been above."

If the results seen with cat play transcend into the marine environment, aquariums could see an increase in donations and sponsorships by 295%. iPet Companion's mission to end homelessness of pets nationwide, has had a boost recently with Kong™, the pet toy company, becoming the official sponsor for 2012. Kong's Animal Welfare Campaign is sponsoring installations on a rotating basis at animal shelters across the USA. The latest two shelters to benefit are the Foothills Animal Shelter, Denver and Arizona Animal Welfare League.

"In our increasingly digital society, we felt there was no better way to reach the public and encourage adoption than by connecting these animals directly with people through the interactive iPet Companion virtual play system," said KD Frueh, president of Kong.

About Reach-In

Reach-in, formally named AprioriControl, is based out of Boise, Idaho. The first commercial installation of their technology was launched in May 2010 with the iPet Companion. The technology has been in development since 2003. If you require images or further information for an article, please email media@reach-in.com

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