

# iPet Companion™

The ultimate way to play-up  
your business!



## What is iPet Companion?

iPet Companion is powered by a revolutionary new technology from AliceVISION that lets people play with pets through the internet—from anywhere in the world!

AliceVISION technology combines robotic pet toys with an internet-based user interface. The robotic device installs quickly and easily in your animal space, enabling the animals to engage with the toys. Visitors to your website can then access the user interface, which lets them move the toys by clicking on the controls from any internet-connected computer. And just like that, they're playing with the animals!

## Making a connection

Some Humane Societies and Shelters are already reaping the benefits of iPet Companion. After installing the device in their facility and integrating the user interface on their website, they soon experienced:

- More web traffic to their site
- Increased pet adoptions
- Greater interest from sponsors
- Increased donations

But more than that, by interacting with the animals via the iPet Companion, people quickly create a strong bond with them. They create a connection, which increases the likelihood that they'll take the next step and adopt a pet!

## iPetCompanion.com

See the latest news and websites involved at [www.ipetcompanion.com](http://www.ipetcompanion.com). The interactive controls can also be placed on your Facebook Company/Brand Page.

## Extend your reach—in your community, and around the world

Because the iPet Companion can be accessed via the internet, people from around the world are able to interact and play with the animals in your facility. The Oregon Humane Society quickly saw increased traffic to their website from over 132 countries—and even received a donation from a family in Greece!

## People love playing with pets. Pets love playing with the iPet Companion!

The iPet Companion is not only a great way for people to interact and connect with your animals. It's also beneficial to the animals:

**It's fun**—animals quickly engage with the toys, and play for hours

**It's healthy**—encourages activity and exercise



The iPet Companion control unit comes with everything you need to "plug-and-play!":

- Control box
- Toy Controllers (3)
- Sample toys (3)
- High resolution camera
- Power and connection cords

All items may vary slightly from those shown.

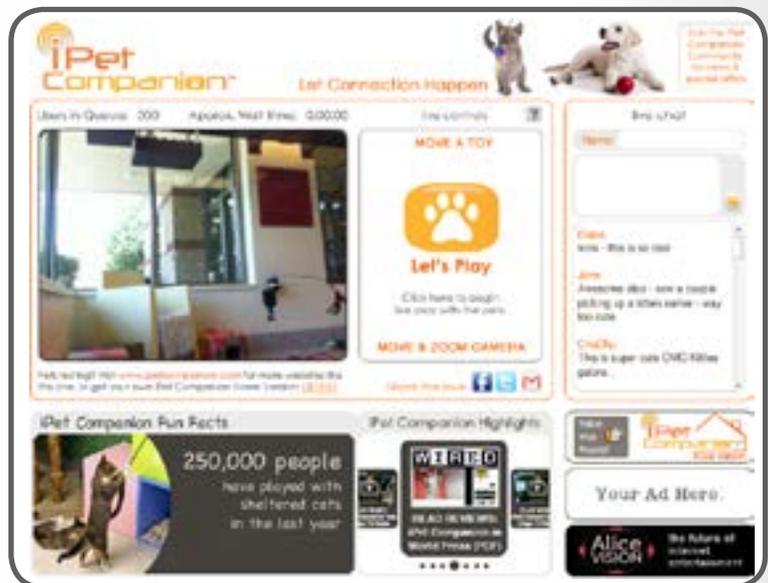


The iPet Companion user interface includes:

- iPet Companion controls (onscreen buttons)
- Video screen
- Live Chat window
- User queue/wait time monitor
- Room for sponsor ads and logos

The interface is designed to fit your existing website window, and is easily customizable to fit your website's existing color scheme.

There is also an interface option to place the controls directly in your Facebook Page.



## Ready to play?

Your customers are "begging" for an exciting, new way to interact with your animals. The iPet Companion is the answer!

To order your own iPet Companion, or if you have questions, please contact:

[sales@ipetcompanion.com](mailto:sales@ipetcompanion.com)  
[www.ipetcompanion.com](http://www.ipetcompanion.com)

iPet  
Companion™



## Oregon Humane Society:

iPet Companion is the cat's meow!

*Adoptions increase 16% within weeks after installation*

### Oregon Humane Society At-a-glance

- Located in Portland, OR
- Founded in 1868
- 120 full-time staff members
- 1,400+ volunteers
- 11,000+ animals adopted each year

Founded in November 1868, the Oregon Humane Society (OHS) in Portland, Oregon, was one of the first humane animal welfare organizations in the United States. Over the years and decades, OHS continued to grow and support the wellbeing of animals throughout Oregon, and currently serves the needs of over 11,000 animals annually throughout the region.

Part of the OHS mission is to build a community of compassion through the adoption of homeless pets. But in tracking the number of animal adoptions in recent years, OHS noticed an interesting trend in the rate of dog adoptions compared to cat adoptions.

"Over the last twenty years, we saw the number of dogs entering Oregon shelters decrease by 23%," notes Barbara Bagnon, PR/Marketing Director at OHS. "However, the rate of cats entering shelters has increased by 3%. To help spur adoptions of cats, we needed people to perceive them as members of the family like they do with dogs."

### OHS adopts an iPet Companion

To help drive traffic to their website—and generate interest in the adoption of kittens—OHS decided to install an innovative new device in their kitten playroom: the iPet Companion.



iPet Companion, created by Reach-In ([www.reach-in.com](http://www.reach-in.com)), is a unique product that enables people to view and play with the kittens from any internet-connected computer, anywhere in the world. A simple user interface on the OHS website features a live video feed of the kittens in the playroom, and provides interactive buttons on-screen which controls three pet toys in the playroom, each connected to a robotic device. A few simple mouse clicks moves the toys and enables the user to play with the kittens from any internet-connected computer, at home, from the office, or even on the road.

"Seeing the cats on iPet Companion is a unique and powerful way for people to envision cats in their own home, and how much fun they are to play with," explains Barbara. "Portland loves technology and pets, so this technology is a natural fit for our community."

"Plus," she admits, "the cats love it! You can see they really enjoy playing with the toys, which keeps them happy and active."

## A purr-fect way to boost awareness

After installing the iPet Companion units in their facility, OHS sent a press release to the local media announcing the new technology. OHS quickly made headlines throughout the community with cover stories in newspapers and on the local TV network news.

The result? A huge spike in web traffic to the OHS website—and, best of all, an increase in kitten adoptions.

"We had people waiting in line 3 hours to play with the cats!" says Barbara. "Our website traffic doubled in those three days we first went live, from 5,000 to 10,000 visits per day, and our adoptions of kittens is 16% higher than a year ago. The response has been sensational!"

Because iPet Companion is web-driven, it is accessible 24 hours a day, 7 days a week, providing a unique opportunity for OHS to showcase its love and care for the animals in real time.

"This tool helps us reinforce to the community that we're committed to the animals in our care," says Barbara. "It's a wonderful way for people to play and interact with the kittens, and create that special bond between people and pets. It has resulted in more people connecting with pets and coming in for an adoption."

"In addition to being really cool and fun technology, it's really helping us with getting our cats into loving homes," she continues.

## A cat toy...and a marketing tool

OHS quickly realized that iPet Companion was much more than a fun way for the community to interact with animals. It also provides them with a powerful and unique way to market their facility, and generate much-needed income to help OHS fulfill its ongoing mission.

As Barbara explains, "the iPet Companion page on our website lets us put messaging on the screen while people are playing with the animals, such as the importance of spaying and neutering pets."

"It also provides an opportunity to sell ad space on the page to local businesses," she continues. "That added income is greatly appreciated."

iPet Companion has begun to help build sponsor relationships, and strengthen the OHS awareness throughout the community.

## OHS results since installing iPet Companion

- 16% increase in kitten adoptions
- 295% increase in sponsorships
- 52% increase in overall web traffic
- 418% increase in international visits to website
- Immediate increase in donations at launch
- National media exposure (newspaper, television, etc.)
- International reach—web visitors from nearly 70 countries around the world



"For our corporate relations manager, the iPet Companion interface provides a nice icebreaker when she approaches new businesses for their support," Barbara explains. "It starts the conversation by looking at cats interacting with the latest technology, and helps present our shelter as a forward-thinking entity with the newest technology. We're not your father's shelter."

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## What are people saying about iPet Companion? Actual comments from iPet Companion users:



"Kitty cam is the greatest!!!! Thank you so much for adding it. I love playing with them. What a great idea."

-Andrea



"I am now fostering three kittens because of this ---- very proactive!"

-Anonymous



"This is the coolest thing ever!"

-Danielle



"I love how creative OHS is, and how it's so clear they love animals!"

-Ruth



"I love this! It is a really cool concept and I was actually able to play with the kittens – so much fun and a little surreal as I am about 7000 kilometers away."

-Gretchen in Switzerland

## Touching lives in unique ways

Since acquiring the iPet Companion interface, OHS has received numerous comments and stories from people throughout their community—and around the world.

Recently, they received a heartwarming message from a woman who shared how much iPet Companion meant to her. As Barbara explains, "We received a message from a woman who said 'Thank you, thank you, thank you! I am a paraplegic and I can't leave my apartment and I love cats.' She was very grateful to interact with the kitties from the comfort of her own home. iPet Companion made it possible for her to play and connect with the kittens."

# iPet Companion™

## What is iPet Companion?

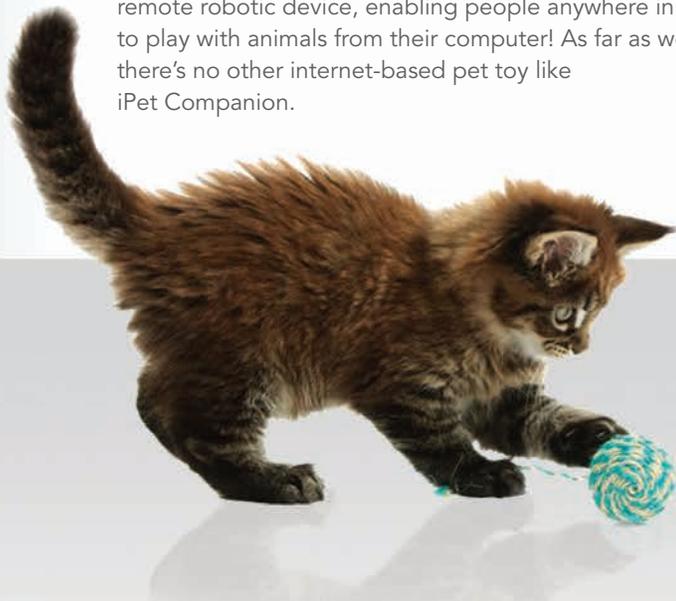
iPet Companion is a robotic pet toy that can be controlled through a simple user interface from any internet-connected computer. The iPet Companion consists of two main components:

- 1) The iPet Companion robotic device, which connects to any standard outlet and internet connection. The device includes three (3) pet toys, and a high-resolution camera with pan and tilt capabilities.
- 2) The iPet Companion user interface, which is integrated into your website. By accessing this interface, visitors to your website can control the robotic toys from any internet-connected computer. They can even chat with other visitors via the convenient chat window!

It's fun, easy, and is a great way to promote your facility and your animals while helping keep the animals active and happy while they await adoption!

## Are there other products like iPet Companion?

No. The technology that drives the iPet Companion unique in how it combines an internet-based interface to control a remote robotic device, enabling people anywhere in the world to play with animals from their computer! As far as we know, there's no other internet-based pet toy like iPet Companion.



## Do I need to install special software?

No, the iPet Companion kit does not require any software installation. Just plug it in, load the interface on your website, and it's good to go!

## Is there a monthly fee?

Yes, there is a monthly service charge after the initial fee to cover the costs of hardware. Please contact iPetCompanion for a full breakdown of costs.

## How easy is it to use?

Extremely easy—and fun! The interface is highly intuitive, though we also include a help button just in case. Previous installations have been hugely successful, generating huge traffic from thousands of visitors who play with the animals and chat with other visitors—sometimes for hours!

Are the robotic toys safe for young animals?

Absolutely! We've designed the toys to be engaging for the animals, and have already installed and tested them in 5 Humane Societies in the USA. The toys provide animals with hours of safe, healthy and fun activity.

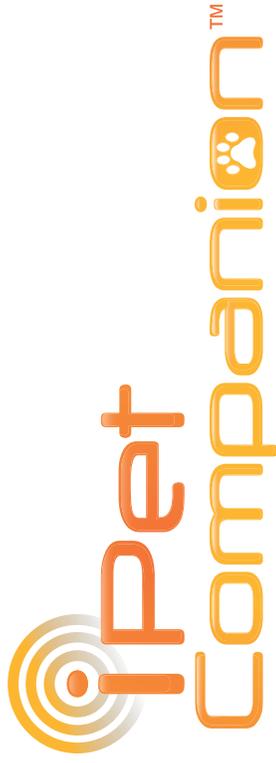
How many toys are included with the iPet Companion?

Currently, three toys are included when you install the iPet Companion kit. These toys will vary dependant on the animal that will be playing with them. An example of the toys included for cats are:

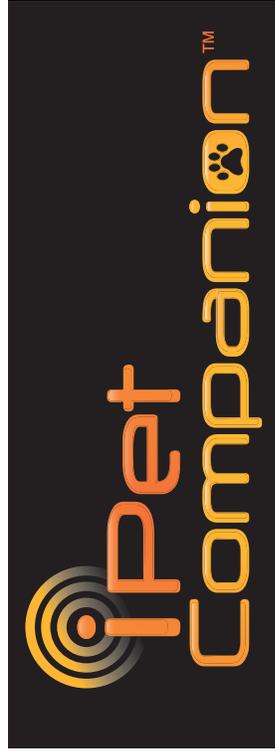
- 🐾 Tail sweep
- 🐾 String tease
- 🐾 Mouse ball

Pets have shown a high degree of interest and engagement with these toys. New toys may be switched out with supplied toys to create variety in playtime for the cats.

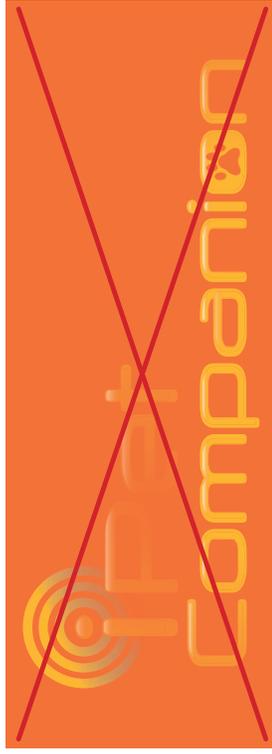
## iPet Companion logo usage



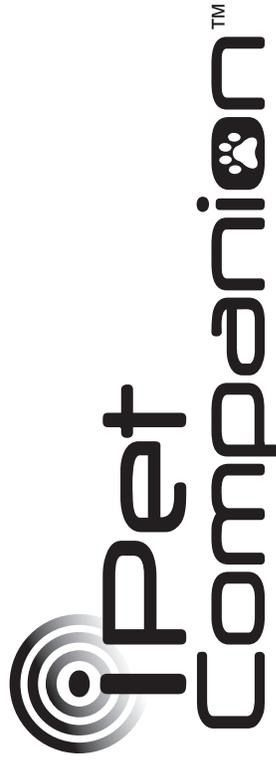
Use logo on backgrounds that give the logo the most contrast. White works best.



Black works too.



Don't use the logo on a color that makes the logo blend into the background—it needs to pop.



Use the black and white logo when a color logo is not an option.

## Clear space



## Minimum size



## Logo colors



c=0 y=68 m=86 k=0



c=0 y=31 m=90 k=0



# iPet Companion™

October 2011  
Product Launch Metrics



## Historical Data since Launch: 240,890 visits from 132 countries

iPet Page Data via Google Analytics	visits	% New Visits	MONTHS LIVE	VISITS PRE-AUG 2011	iPet TOTAL VISITS SINCE LAUNCH	iPet AVG. VISIT/MTH after launch	avg. mth whole site before iPet	% inc. traffic to whole website
CLINTON HS	39,049	88.8%	2	0	55,181	27,591	429	6431%
OREGON HS	12,974	79.2%	12	75,800	88,774	7,398	4,777	155%
IDAHO HS	11,511	80.9%	12	75,653	87,164	7,264	1,877	387%
BIDEAWEE HS	21,828	89.2%	0.5	0	29,502	n/a	6,673	n/a
MICHIGAN HS (login required)	3,351	81.8%	1	0	4,589	4,589	81,825	n/a

Data collected from Apriori database between 20 Sept. '11 and 20 Oct.'11:

**Average Time in cat playrooms per user; across all venues:**

**37 Minutes**

**Avg. Visits per day: 1,427**  
**Avg. Plays per day: 1,708**

Unique Users            24,031  
Unique Visits            57,574  
Plays                        51,089

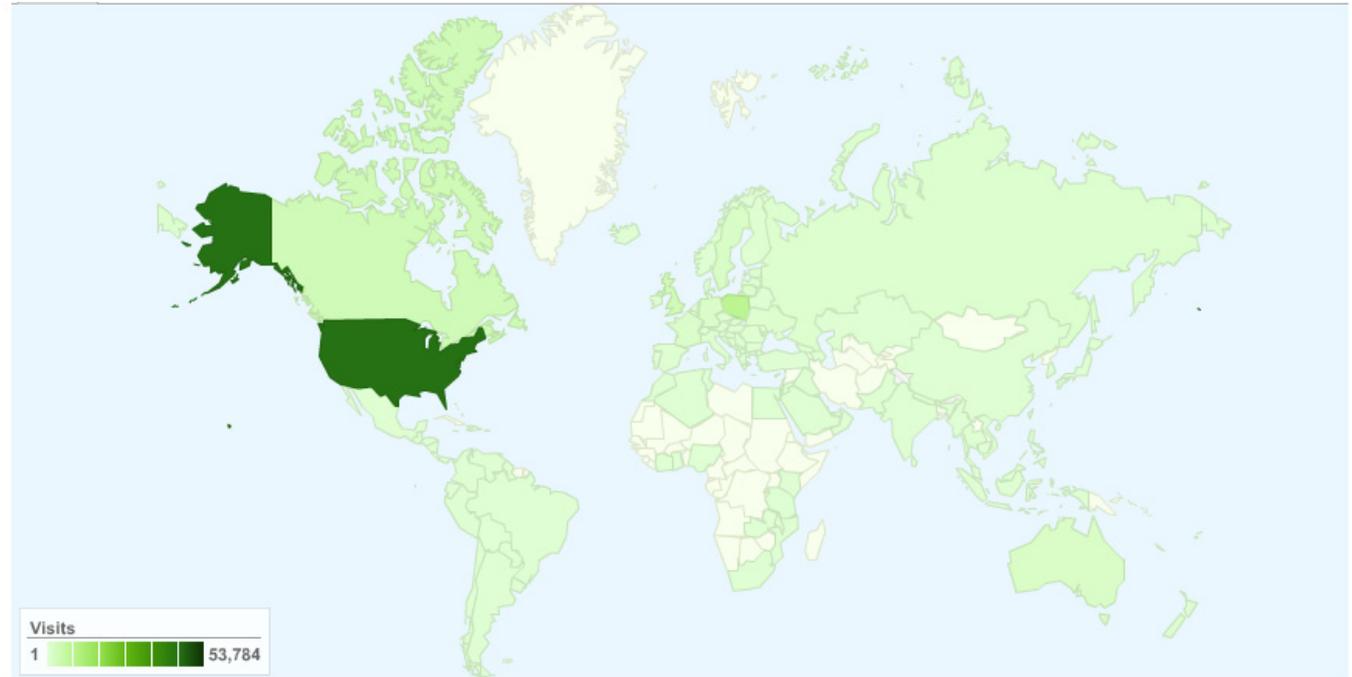
**The Questionnaire (not obligatory) gathered the following data:**

Email Addresses        7,111  
Gender Male              9,314  
Gender Female          14,075

Users With Dogs        3,496  
Users With Cats        5,767  
Users With Other Pets 1,229  
Users With No Pets    1,210

Chat Messages input   2,226

### Google Analytics: August 1st 2011 - October 20th 2011

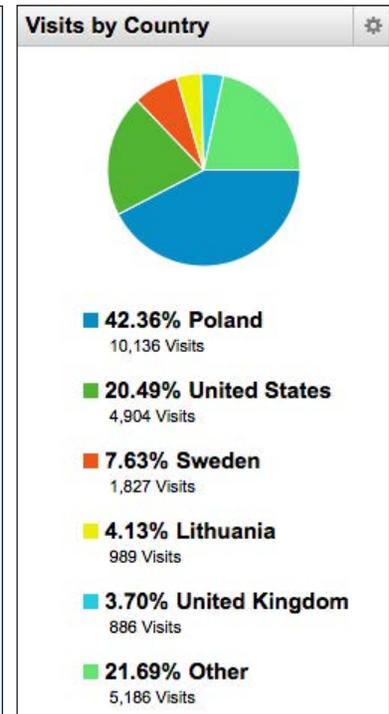


**89,430 visits came from 132 countries/territories**

Google Analytic October 12-20th 2011



23,874 visits from 2648 cities



Major Media Networks that created website traffic



**www.iPetCompanion.com**  
**Aug 1 - Oct 20 2011**

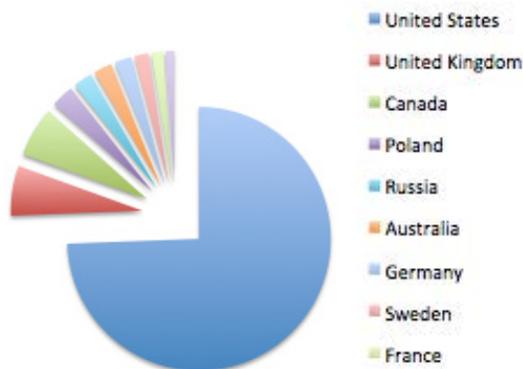
**Visits: 45,568**  
**Unique Visitors: 36,466**

**Pageviews: 71,951**  
 Unique visits: 58,022  
 Homepage: 39,399  
 /buy 4,537  
 /video/crazy cats 3,060

**816 Community members**  
 From 43 Countries  
 Average age user is 32

**Favorite Pets**  
 Cat 40.2%  
 Cat & Dog 35.6%  
 Dog 20%  
 Other pets 4.2%

**Visitors Location**  
**(www.ipetcompanion.com)**



**Over 850 Media reports about iPet Companion**  
 Locations: Japan, China, Russia, France, Spain, Greece, UK, Australia, Poland, Sweden, Netherlands, Romania and the USA.

**Robotics**  
**INNOVATIONS de l'ÉTS et D'AILLEURS**  
**REVISIÓN APARATO ELECTRÓNICO**

**Media Impact**  
**Home Version Launch**

**Twitter Statistics:**  
**50,000 Tweetreach per day**  
 Tweets about iPet Companion focused on the home version launch:

**iPet Companion**  
 Американская компания ArionControl создала домашнюю версию своей системы iPet Companion, которая п...  
<http://t.co/2z69hVFu> #найка

**AdrienRougier**  
 1:53am via Tweet Button  
 iPet Companion : jouer en ligne avec son chat ou son chien resté à la maison | Actinnovation.com@ <http://t.co/TtXD6JfP>

**thecoolgadgets**  
 Oct 09, 11:22pm via Google  
 #iPet Companion: Play With Your Pets Wirelessly From Your Office! <http://t.co/lH364cJl> #toygadgets #wirelessgadgets

**dabblehq**  
 10:15am via HootSuite  
 Cool Site of the Day: The history of cats & the internet is a "tail" as old as time, but <http://t.co/FUsGP2Zw> takes the cake!

**glowah**  
 10:46am via HootSuite  
 Just discovered ipetcompanion: <http://t.co/Wdax7YMJ> For just \$400, I can have a web controlled toy for my cat too.

**cpopoli**  
 11:17am via Tweet Button  
 Remote cat toys! Technology has now officially reached its peak. Scientists & engineers? Go on home. We're good here. <http://t.co/cmExBhBN>

**ShaneVich**  
 5:51am via web  
 THIS IS THE MOST ADORABLE INVENTION EVER. I can play with REAL cats hundreds of miles away. #nyan <http://t.co/lwTnBNsD>

**luvelizabethany**  
 8:38am via TweetDeck  
 This is GENIUS! Play with REAL pets/animals in shelters from your computer! <http://t.co/ylT7xdgd>

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 8:38am via TweetDeck  
 This is GENIUS! Play with REAL pets/animals in shelters from your computer! <http://t.co/ylT7xdgd>

The logo for iPet Companion features a stylized orange 'i' with a white dot and concentric circles above it. To the right, the word 'Pet' is in orange, and 'Companion' is in orange with a white paw print inside the letter 'o'. A trademark symbol (TM) is at the end.

# iPet Companion™

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**To purchase iPet Companion:**  
[sales@ipetcompanion.com](mailto:sales@ipetcompanion.com)

**For technical assistance:**  
[support@ipetcompanion.com](mailto:support@ipetcompanion.com)

**For marketing support:**  
[media@ipetcompanion.com](mailto:media@ipetcompanion.com)

