

'Smart' high-tech dog collar goes on sale in Japan

February 13 2014



A dog wears a "Petfit tag" equipped with 3G and Bluetooth from Japan's largest mobile phone carrier NTT Docomo during a press briefing in Tokyo on February 13, 2014

A high-tech collar attachment that will allow pet owners to monitor their dogs at a distance, checking how much they sleep and how many calories they are burning, was unveiled Thursday in Japan.

NTT Docomo, the country's largest [mobile phone operator](#), said the new gadget would give smartphone users peace of mind about the animal's health and whereabouts at all times.

The "Petfit" tag, complete with a [satellite positioning](#) system, sends information to a designated mobile phone on whether a dog is sleeping, walking or running.

It also monitors how many steps a hound has taken, what the ambient temperature is and whether or not he's getting enough shut-eye.

"The number of dog owners (in Japan) is estimated at 11 million and it is regarded as a sizable market," a company spokesman said.

"In addition, dogs' presence is quite important to their families," the spokesman said. "This is part of our proposal for a smart life with mobile phones."

The Petfit goes on sale in March priced at 25,900 yen (\$253), including data transmission fees for the first year.

© 2014 AFP

Citation: 'Smart' high-tech dog collar goes on sale in Japan (2014, February 13) retrieved 19 April 2024 from <https://phys.org/news/2014-02-smart-high-tech-dog-collar-sale.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.