

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

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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.

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