

AnimAlarm

setting the temperature for life

Named Aspire's 'Product of the Year 2013'

Here in the UK, we're a nation of animal lovers. Many dog owners take their pets everywhere with them, often including travelling in the car. Created by passionate dog owner, Victoria Davidson, AnimAlarm is an innovative, portable and easy-to-use temperature warning system that allows you to monitor the temperature in any environment, ensuring that your dog is safe and comfortable at all times. Aspire are so impressed and think every dog owner should own an AnimAlarm that we've awarded Victoria and AnimAlarm with a Certificate of Recognition for Innovative Product of the Year 2013.

Victoria told Aspire how she came up with the idea for AnimAlarm and how it works: "My own two dogs, Monty and Scrappers, love the car; as soon as I have the door open, they're in! They even like to sit inside it when it is at home. Research shows that even in a moving vehicle with the air-conditioning on or the windows open, the temperature throughout a vehicle can vary by up to 7°C; it can be 27°C in the front near the air-conditioning or open window and at the same time be 34°C in the back where your dog might be! These variations in your car's temperature can have severe consequences on the health of your dog, so it is important to stay informed. I was worried about the well-being of my dogs, so looked for something that could help accurately measure my car's temperature but found nothing. I decided to design something for myself and, thanks to the internet, found a fantastic group of people that had the software knowledge to help turn my design into a reality."

Easy-to-use and portable, AnimAlarm ensures that your dog is no longer at risk from extremes of temperature by sending a text message alert to your mobile phone for every degree that the temperature rises beyond the trigger temperature you set. The AnimAlarm is simple to use, with both Fahrenheit and Centigrade settings. It also has an ECO mode for long-term monitoring, so it is ideal for use when monitoring the temperature in kennels, conservatories, barns and other outbuildings. Manufactured and designed in the UK, AnimAlarm is extremely easy-to-use with no computer skills required. A one-year product warranty is included. AnimAlarm comes with a SIM card and utilises the GSM network

because of its robust reliability and superior coverage, both nationally and internationally; it works with any network provider and there is no limit on range for receiving text messages. You can also 'poll' it at any time from any phone to receive a current temperature text message. AnimAlarm is available to buy direct from Victoria via the website for £107.99. Postage is free.

AnimAlarm is NOT a license to be irresponsible with your dog's life; in fact, it is the complete opposite, as Victoria explained: "I used to be quite happy driving along with my dogs in the car, often with the windows down. I have also in the past kept them between the rear seats and the tailgate, as suggested by many experts. Until I created the AnimAlarm I didn't realise just how much the temperature in the car varies even as you're driving. On more than one occasion, the temperature in my car has hit 35°C, which is just not safe for dogs. I firmly believe that AnimAlarm should not encourage people to leave their dogs in cars, but that it actually raises awareness of just how hot, and therefore how dangerous, cars can get."

On hearing the news of the Certificate of Recognition for Innovative Product of the Year 2013, Victoria said: "This is fantastic. I'm honoured that AnimAlarm has been recognised. I knew that it could benefit many people, but I never realised how high customer demand would be. I have a couple of product ideas in the pipeline and am looking to release some associated AnimAlarm products in 2014/15. As a long-time dog owner, I have always been aware of the dangers of having your dogs travel with you in the car, but until I actually designed the AnimAlarm, I never realised just how variable the temperature really is. In fact, I've had a few customers calling to check they're using their AnimAlarm properly because of the high temperature readings they're getting. I assure them that every AnimAlarm is strictly tested so they work accurately, so the readings they're getting, which they believe must be too high, are correct. It came as a big surprise to me just how much the temperature does vary, which is the main reason I decided to share this product with others."

"Dogs are especially vulnerable to heat-related illnesses; they can only cool off by panting and perspiration through the very few sweat glands in their footpads. Even short exposure to excessive temperatures, hot or cold, can cause the body's cells to stop working properly and release harmful chemicals, which can lead to nerve and liver damage, heart problems, brain damage and even death. AnimAlarm is a must-have for any dog owner."



For further information, call Victoria on **01452 702062** or email **info@theanimalarm.com**
www.theanimalarm.com