

Invoxia Unveils Minitailz, the AI Wearable for Pets With Biometric Heart Health Monitoring For Cats and Dogs of All Sizes

GPS Location Tracking and AI-Powered Health Metrics with AFib Detection Revolutionize Pet Care



Las Vegas, US #CES2024 – January 7, 2024 – [Invoxia](#), a global leader in consumer and professional trackers that monitor cars, people, pets, and valuables, today announced the ***Invoxia Minitailz Smart Pet Tracker***, the AI wearable for pets with unique biometric technology that changes the way we monitor and track our cats and dogs health and locations. Awarded a CES Innovation Award for AI, Minitailz provides a wealth of cat scans and dog data and, with the ability to detect AFib, becomes a game-changing device for pet parents everywhere.

Showcased on the Invoxia Booth at CES (LVCC North Hall booth #8463), the Invoxia Minitailz Smart Pet Tracker is the first all-in-one wellness and whereabouts solution for dogs and cats of all sizes. Powered by cutting-edge sensors and powerful AI, Minitailz provides comprehensive preventive care and complete protection for furry friends. It measures respiratory and heart vitals, detects anomalies in pets' behaviors, and alerts owners and vets to potential health issues. It also tracks locations and daily activities and can differentiate between walking, running, scratching, eating/drinking, barking and rest periods.

In 2023, Invoxia launched the [Invoxia Smart Dog Collar](#), its first biometric GPS pet collar. Minitailz is an impressive advance on this technology, miniaturizing its sensors to be optimal for all dogs and, for the first time, cats, and also provides even more accuracy and sophisticated biometrics thanks to a massive advancement in AI derived from its increasing access to data.

Minitailz collects pet health data in a non-invasive way with advanced sensors and deep learning algorithms. Its powerful AI builds a sophisticated picture of pets' cardio-pulmonary system health, expressed through Invoxia's patent-pending HeartPrint Technology™ that continually analyzes heart

signals over time. Collecting data individually and at scale, it is able to track and monitor respiratory and heart vitals with 97% - 99% accuracy.

Not only is AI in the Minitailz name, it's in its DNA. It powers multiple aspects of the solution functionality, including the collection and measurement of sensor and signal data, the interpretation of measurements, and the provision of actionable insights for pet owners. Conversational generative AI is also used within the app to create ultra personalized data reports and help owners learn about their pets more than ever before.

AI is even being used to uncover new digital biomarkers, such as measures of stress, aging, and pathologies. In addition, and for the first time, Invoxia's enhanced biometric sensors and HeartPrint Technology™ make it possible to detect Atrial Fibrillation (AFib), a common and dangerous arrhythmia in cats and dogs.

The capabilities have been developed with the help of a top-notch scientific advisory board. Furthermore, the HeartPrint Technology™ is currently in the process of gaining clinical validation in collaboration with one of the world's most respected universities.

"AFib and similar heart diseases are silent killers, often uncovered too late. We want to empower pet parents to be in the know and react in time to maximize the healthy lifespan of their pets. Over the past two years, our team and scientific advisory board have been developing our AI technology to ensure that pet owners can have a watchful eye on their pets' health. Minitailz is a unique AI wearable for cats and dogs of all sizes. We are proud of its form factor, the technology embedded in the device, and the insights it will provide," said Clément Moreau, CEO of Invoxia.

With a strong background in clinical and academic veterinary medicine and cardiology at the College of Veterinary Medicine, Cornell University, Dr. Sydney Moïse, part of the Invoxia scientific advisory board, commented. "Today, the potential offered by technology such as Minitailz is exciting. Collaborations between clinicians and tech innovators can make a significant impact in the advancement of veterinary medicine. With AI and the increasing wealth of data, we increasingly gain insights to further preventative medicine for pets."

Location Location Location.

Minitailz combines a built-in SIM card with cutting-edge GPS technology to enable owners to track their pets' daily movements in real time. It can monitor cats' daily routines and dogs' activities, such as walks, runs, and daily zoomies, and locate a lost or stolen pet should the worst occur. As you would expect from Invoxia, the market leader in GPS tracking across Western Europe, it also has a host of advanced tracking, alerts, and geofencing features.

Innovative Fastening System Attaches To Any Collar

While its predecessor, the Invoxia Smart Dog Collar, had technology built into the collar itself, Minitailz is a miniaturized, small, and light-weight device (L: 2.32in, W: 1.18in, H: 0.9in, Weight: 1.3 oz) that can be fitted to almost any existing dog or cat collar, using a unique adjustable ring mechanism that is designed to provide a secure and comfortable fit for pets of all sizes and breeds.

With built-in long battery life, it can be worn for long periods, ensuring it gathers sufficient biometric data without the need to be constantly removed for charging.

Availability

The Minitailz dog version is available from January 7, 2024 and the Minitailz cat version will be available for March 2024. Available at petcare.invoxia.com, both are priced at \$99 with subscription fees starting from \$8,3 per month.

About Invoxia:

Founded in 2010, Invoxia is a French company with offices in France, the United States and China. It develops and commercializes a range of consumer and professional trackers for monitoring vehicles, people, pets, and other valuables that can get lost or stolen. Invoxia has a solid track record in the pet wearable sector thanks to its Pet Tracker, launched in 2018. Over the past four years, it has analyzed several million days of pet activity. In the U.S., Invoxia was one of the first companies to launch a GPS tracker on 4G LTE-M network, and in Europe, Invoxia's trackers are the best-selling standalone GPS trackers, having helped retrieve several thousand stolen vehicles.

Invoxia Innovation Lab supports major companies in developing custom hardware with embedded AI and cutting-edge sensor technology. Invoxia has brought more than 10 products from concept to production for the likes of BIC, Richemont, Amazon and Verisure.