

Tractive GmbH
Randstrasse 18a
4061 Pasching, Upper Austria
Austria
www.tractive.com
press@tractive.com



FOR IMMEDIATE RELEASE

Tractive announces two brand-new GPS tracking devices for cats and dogs to strengthen their lead in the pet tech market.

Europe's leading GPS pet tracking company, Tractive, has announced a pair of exciting new devices today at the Consumer Electronics Show (CES) in Las Vegas, the biggest show of its kind. The Tractive GPS Cat and Tractive GPS Dog have a bold, new design and the feature-packed trackers have not only been optimized to fit the needs of both nimble cats and active dogs in two unique form factors, but they have also been designed to greatly enhance the pet owners' experience as well.

Key Features

New features such as activity tracking and Quick-Switch batteries, provide both users and pets with a unique experience, one in which no cat or dog ever has to be without an active Tractive tracker. Detailed activity level monitoring and precision GPS location tracking can now be provided nearly anywhere in the world with essentially zero downtime.

"The decision to make two distinct devices with unique strengths was made based on our great user feedback and active community," said CEO Michael Hurnaus, "and by doing this, we've allowed our engineers to explore and implement great features that specifically fit the individual needs of cat or dog owners, all while maintaining its durability and waterproofness."

Additional features will be disclosed closer to the products release and will revolve around Tractive's IoT and smart home integration with services such as Google Home and Amazon's Alexa.

Tractive GPS Cat



Tractive GPS Dog



[More High-Res Images](#)

Tractive GPS Cat's Integrated Collar Design

The integrated smart collar in the Tractive GPS Cat allows the tracker technology to be distributed across a wider area, reducing the load and impedance of a bulky tracking device, something important for small and nimble cats. An emergency break-away system has also been built into the collar and will release from the neck of the cat if, for example, it were to get stuck on a fence. Once enough force is applied the cat will be able to break free and the user

can easily retrieve the active collar using the companion app. The Tractive GPS Cat is designed and optimized for cats, but would naturally fit small dogs or similar animals.

Tractive GPS Dog's Quick-Clip Design

The new clipping mechanism allows for easier and faster mounting of a Tractive tracker while increasing its reliability. The Quick-Clip attachment allows the device to fit nearly any collar and to detach at the press of a button. The tracker mount will remain on the collar comfortably while the tracker is charged or set aside providing a simple and secure user experience. It's slender design makes it ideal for a wide variety of dog sizes, and while the Tractive GPS Dog is designed and optimized for dogs, it would naturally fit large cats or other similar animals with a collar.

Availability & Release

Tractive GPS Cat will be released to consumers in next few months, beginning with a European rollout, and Tractive GPS Dog will be released later this year. Pricing has yet to be determined, but will be similar to that of their current line-up.

About Tractive

Tractive was founded in 2012 in Pasching, Austria by a group of paw-ssionate entrepreneurs looking to create a safer environment for the millions of pets in the world. Tractive's mission is to strengthen the bond between pets and their owners by leveraging technology to ensure a healthier, longer and safer life together.

Tractive specializes in the development of pet tech, wearables and apps. In addition to Tractive GPS, Tractive's flagship trackers and app, the company produces a range of other applications including the very popular Dog Walk app and the pet social network, Tractive Photos, used by millions of pet owners.

Media Kit & Contact

The CES press kit is available on the [Tractive press page](#). For any press communications please email press@tractive.com.

David Kwick | Digital Marketing Manager
press@tractive.com
Tractive GmbH
Randlstr. 18a
4061 Pasching, Austria
www.tractive.com