

New High Tech Pet Website Spotlights Biting-Edge Technology

High Tech Pet launches new website featuring ingenious pet technologies including state-of-the-art invisible dog fences, electronic pet doors, anti-dog barking collars, remote dog trainers and new, groundbreaking Bluefang Bluetooth electronic pet collars.

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High Tech Pet Products, Inc., a leading manufacturer of electronic pet care products, has launched a new website spotlighting its latest pet technologies and products. The multimedia site is content and graphics rich and includes a library of product and technology related videos. Aside from its slick new look, the new site features a unique dual menu system that allows users to navigate via a conventional category menu and a dynamic keyword and topic menu. "The new site showcases our pet product technology which is unique in the industry," stated company president, Nick Bonge. The company manufactures a range "ingenious" products including fully automatic pet doors, remote dog training collars, bark control collars and invisible electric dog fences. Our products and technology need a forum that tells their story," said Bonge. "Cookie cutter web designs didn't really allow us to do that." High Tech Pet teamed up with Y-times, Inc., "One of the most creative and clever web design companies in the business," according to Bonge, to develop what the company hails as a novel approach to web design. The new site, launched in August, has been popular with loyal visitors as well as with new guests. The company's director of online outreach, Marilou Sabina, stated, "Our existing followers seem to agree that they like the new site much better. Our new visitors just expect a high tech looking and highly functional website from a innovative company like ours. The new sites gives online guests a total multimedia experience that educates as it entertains."



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The company's state-of-the-art technology includes several firsts in the field of electronic pet care. The most notable may be its new Bluefang technology that uses a Bluetooth dog collar to let pet owners use a smart phone to control an animal's behavior, track its location, monitor health and fitness and even provide real-time physical training routines for both pet and owner. Bonge, a mechanical engineer and former faculty member at Colorado School of Mines in Golden, CO, also worked on numerous projects for NASA, Westinghouse and Hewlett Packard before founding Biological Engineering, Inc., the company that would later become High Tech Pet, in 1986 with the creation of the electronic flea collar. One of the best-selling pet products of the 1980s, the ultrasonic device was later reborn as a pet worn transmitter for the company's Power Pet electronic pet door, now the world's top selling dog door, according to Bonge. The company also introduced the first sonic, shock-free, bark control collar in 1992. It currently manufactures a full line of sonic

and static stimulus [electronic dog collars](#) designed to stop dog barking. Their anti-bark collars have the unique ability to tell the difference between nuisance barking and alarm barking, thus inhibiting the kind of barking that annoys the neighbors while allowing a dog to bark to his heart's content at an intruder. The company's remote [dog training collars](#) are based a proprietary new dog training system that is "Quickly becoming the standard among professional pet trainers," according to VP Marketing, Terry Stephens. The training system uses auditory tones as both stimulus and reward to teach a dog positive behaviors. In the field of electronic dog fences, the company developed a more humane pet containment technology they call "Pulsed Proportional Stimulus" that automatically increases static (shock) stimulus as the dog approaches a buried wire boundary, allowing the pet to decide the amount of stimulus required to keep it contained.

Moving forward, the company is working to integrate its core product line with its new Bluefang Bluetooth technology, allowing pets to operate numerous automated devices including the automatic pet door, invisible barriers, pet feeders and even a system that turns on lights when the dog barks at a would-be intruder. Referring to the new website, Bonge said, "In the past we focused mainly on our product technology. We now decided to add a little biting-edge technology to our website experience as well."

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