

New GPS Device Has Phone for Dogs

The device is worn on the dog's collar and can call the dog's owner.

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A Scottsdale, Ariz.-based company says it has produced and is demonstrating a GPS device that tracks pets via a cellular phone-type communication device worn on the pet's collar.

The PetsCell tracking device is a two-way, voice-enabled apparatus that's also waterproof, according to its maker, Petsmobility, and is currently being demonstrated to corporations across North America prior to release to the general public.

"The industry has long awaited an effective tracking solution for lost pets and I believe the PetsCell provides the solution. The ability to speak directly with the person who finds your pet is very comforting," the company's CEO and co-founder, Cameron Robb, said in a statement.

According to the company, the device provides the pet's location in real time through a desktop PC or handheld device, complete with e-mail notification services. It also allows for pet owners to set a virtual fence boundary that will alert the owner when a pet steps outside the boundary.

The collars also have a button that can be pushed by someone who has found the pet, or the owner can initiate a call with an automatic answer feature on the other end, according to Robb.

Pricing will be similar to cell phone plans, the company says, with the products selling for a minimal cost when a service agreement is purchased.