

NIGHTWATCH™

EQUINE DISTRESS & WELLNESS MONITOR

BE ALERTED TO DANGER/DISTRESS IN YOUR HORSE



In memory of Undulata's Nuts and Bolts, "Snoop" (2005-2013), the inspiration for NIGHTWATCH™.

All horse owners at one time or another, have wished for a handy tool that could tell us when our horses were in trouble, especially overnight when not with them. Easy to wish for, but difficult to develop. Jeffrey Schab, a lifelong horse owner, breeder, and World's Champion equestrian, shared those feelings and decided to do something about it by creating NIGHTWATCH™, after he and his partner lost their horse Undulata's Nuts and Bolts, aka "Snoop", in the middle of the night to colic, the leading natural cause of death in horses second only to old age.

Nearly three years in the making, NIGHTWATCH™ is an equine distress & wellness monitor offered in the form of a breakaway halter and safety collar, which was designed by 6th-generation harness makers and leather craftsmen at Freedman's. This revolutionary device is poised to save the lives of many horses because of its ability to alert you via SMS/text, phone call, and email at the first signs of danger or distress, such as colic or being cast.

NIGHTWATCH™ is a true labor of love created by horse owners, for horse owners. Here's how it works:

- **ACQUISITION:** Within the all-leather crown of each NIGHTWATCH™ halter/collar are a variety of sensors (i.e., accelerometers, gyroscopes, compasses, altimeters) that gather data on your horse's activity, motion, and posture, all while ultra-wide band impulse radar non-invasively acquires data on their heart and respiratory rates.

- **ANALYSIS:** As sensors continuously gather data, a tiny on-board computer looks for first-time novel events (i.e., biometric and behavioral events) and movements that often correlate with danger or distress (e.g., pawing, kicking, flank watching, repeated rising/falling, extended periods of time lying down, violent rolling with/without thrashing). Because multiple inputs are being analyzed simultaneously, it's challenging to interpret these results quickly. As such, NIGHTWATCH™ aggregates all this information, along with your horse's risk factors, into a single number on a 10-point scale, termed the Equine Distress Index™ (EDI™). Your horse's EDI™ score is a measure of their distress and well-being relative to their normal (i.e., non-distress) state at any point in time.

- **ALERT:** (i.e., when a user-defined threshold on this 10-point scale [EDI™] is met). In addition, LED indicators on each NIGHTWATCH™ halter/collar offers a visual reference of a horse's relative distress state. A blinking green indicator reassures you that your horse is within their normal (i.e., non-distress) state, whereas an amber and/or red indicator denotes it may warrant your attention.

NIGHTWATCH™ is *smart*, which means it has technology that actually *learns* your horse's "norm" (i.e., biometric parameters, behavioral patterns) and adapts to them. Over time, the system determines what good and normal looks like in your horse, making it easier to identify unusual or novel events. The more your horse wears their NIGHTWATCH™ halter/collar, the more refined the system becomes to maximize precision and benefit for your horse.

When will NIGHTWATCH™ be available? As it is a wireless product, NIGHTWATCH™ is currently being evaluated for safety and compliance in accordance with Federal Communications Commission (FCC) regulations. Schab anticipates its release and availability in the U.S. and Canada later this summer or fall, 2016.

How much does NIGHTWATCH™ cost? Pre-orders began online at www.nightwatch24.com in February, and are currently being offered at an introductory price starting at \$499.99 (for the collar), plus the cost of an annual monitoring service/licensing agreement equal to less than \$1 USD per day.

Forbes Magazine has been quoted as saying, "None of the 16 wearables can do what NIGHTWATCH™ does." As one of the few wearable devices in the World today that integrates cellular technology, it can alert you of danger or distress in your horse regardless of whether they are within a barn, in a pen or pasture, or while in transit throughout the U.S. and Canada. Integrated cellular technology is crucial for "real world" equine applications, because most barns do not have Wi-Fi, and other devices that rely on Bluetooth technology are severely limited because of their short range (i.e., within site distance), thereby making overnight protection impossible while you are asleep in your bed.

NIGHTWATCH™ may just be the ultimate equine monitor for you and your horse, and is offered exclusively by Protequus LLC in Austin, TX. Learn more at www.nightwatch24.com and look for them at shows this summer and fall. ■



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