

NIGHTWATCH™:

The Wake-Up Call You've Been Waiting For

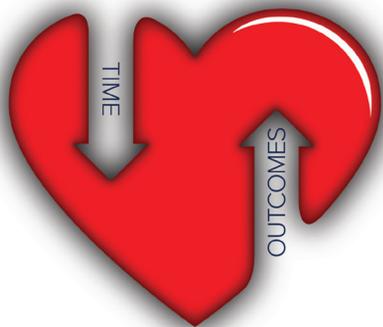
A late-night call may not cause concern for most people. However, for those of us with horses a late-night call conjures up our worst fears. When we receive a call telling us our horse is colicing, time seems to slow down as uncertainty of the situation begins to sink in. We wonder how long they have been in pain, how bad the situation is, and what to do next. Starting later this summer such feelings of uncertainty can be a thing of the past with a new invention called NIGHTWATCH™ (www.nightwatch24.com).

NIGHTWATCH™ is the World's first *smart* halter/collar designed to alert us via SMS/text, phone call, and email at the early signs of danger or distress in our horses, such as colic or being cast. This revolutionary device is aimed at improving survival and quality-of-life outcomes through earlier intervention.



It's About Time. June is Colic Awareness Month so it's a good time to remind everyone on the need for vigilant identification, prevention, and management strategies for colic. The American Association of Equine Practitioners (AAEP) estimates that 1 in 10 horses in the United States this year will experience an episode of colic, equating to >900,000 cases, >60,000 deaths, and roughly \$700 million in estimated losses.

Although most cases of colic can be treated medically, reports suggest costly surgery is required in nearly 10% of cases. Identifying colic and intervening quickly is critical because time to intervention has been shown to correlate (inversely) with a horse's chance of survival and quality-of-life.



Your Horse Is At Risk. There are many risk-factors that contribute to a horse developing colic, most of which are unavoidable. However, show and race horses are at an increased risk because of their lifestyle involving frequent travel, lack of turnout, and high-concentrate feed. Behavioral habits/vices, such as cribbing/windsucking and weaving, also significantly increase a horse's risk for colic as does recent foaling, prior abdominal or colic surgery, and more.

NIGHTWATCH™ Is There When You Can't Be. As caretakers, we spend countless hours with our horses, but we can't always be there. We feed them, groom them, and exercise them... constantly making decisions to minimize risk and avoid dangerous situations. However, at night we close the barn doors hoping and praying our friends will be safe overnight. How do we know what really happens at night? How can we be there for our equine companions during their time of need? The answer is NIGHTWATCH™.



HVK Flash Back

NIGHTWATCH™ is there when we can't be because of on-board cellular, WiFi, and GPS technology. This means our horses are constantly being monitored even in barns without WiFi, in large pastures when out-of-sight, and while in transit across the United States and Canada.

NIGHTWATCH™ Is Smart. NIGHTWATCH™ uses machine learning technology so it's *smart*. The device actually *learns* our horse's "norm" and adapts to them to reduce false positives. All technology (eg, sensors, antennas, batteries, processors) is embedded within the padded leather crown of each breakaway halter or optional safety collar, designed by Freedman's, and works in concert to alert us of danger/distress by monitoring our horse's biometrics (ie, heart rate and respiratory rate) and behaviors (ie, activity, motion, and posture) in real-time.

NIGHTWATCH™ May Save Your Horse's Life. Since first being introduced last year, NIGHTWATCH™ has garnered international attention and praise. NIGHTWATCH™ is poised to change horsemanship as we know it as stated in articles by *Forbes*, *The Horse*, *Equus*, and many others.

To reserve your own life-saving NIGHTWATCH™ smart halter or safety collar at a special introductory price, visit www.nightwatch24.com.