



MEDIA KIT



HAIKUBOX

OUR MISSION IS TO IMPROVE ENVIRONMENTAL LITERACY & PROMOTE CONSERVATION AND STEWARDSHIP BY HELPING PEOPLE LEARN AND CARE ABOUT THE NATURAL WORLD.

Birdwatching attracts people from all walks of life -- anyone can look out a window, step outside, or visit a park to see and enjoy birds. The Haikubox community is open to all, including those traditionally underrepresented in many scientific activities and careers.

Fulfilling our responsibility to positively impact the environment, one backyard at a time.



AUTOMATIC AND CONTINUOUS BIRDSONG IDENTIFICATION

Haikubox is the smart device that brings consumers real-time bird alerts, birdsong recordings and loads of information about their backyard birds.

Using its proprietary neural net trained on thousands of bird recordings, Haikubox listens 24/7 for every bird song and chirp and shares what it learns via the Haikubox Listen website and mobile app.

Customer favorites include phone and smartwatch bird alerts, the ability to favorite, download and share birdsong recordings, and learning to identify hidden species by their vocalizations.



HAIKUBOX



HOW AN EARLY LOVE OF BIRDS FLEDGED INTO THE AI-ENABLED HAIKUBOX

Haikubox took flight when a bioacoustics expert rediscovered an early love of birds.

Haikubox's founder, David Mann, grew up in Syracuse, NY and spent a lot of time outdoors, no matter the weather. David was fascinated by birds and watched them at home and at nearby Sapsucker Woods on the Cornell University campus.

David went on to study biology at Cornell and earned a PhD in biological oceanography from MIT and the Woods Hole Oceanographic Institution, where his research focused on animal bioacoustics. See his [Google Scholar page](#).

Haikubox was hatched when David and a colleague at the K. Lisa Yang Center for Conservation Bioacoustics at the Cornell Lab of Ornithology realized they shared a common interest and the technical skills to develop an automatic birdsong identification tool.

WHAT CUSTOMERS SAY:

"I took my coffee outside and sure enough there was a Hermit Thrush right in front of me! We have learned so much about the birds in our backyard with our Haikubox."

"Feeds a new obsession. Every day we catch up with who has been by either as a resident or a bird migrating through. I am learning to identify new species too!"

"The box is amazingly easy to setup and works really well. Within a day of setting it up, it already started capturing red-breasted nuthatches that I was missing."

"Absolutely love it. It's been a great tool for increasing my confidence in birding by ear, and the app is fun and easy to use."

"Fabulous! A whole new birding experience."

Every Haikubox owner becomes a community scientist within the Haikubox network, contributing invaluable data for scientific research through a collaboration with the K. Lisa Yang Center for Conservation Bioacoustics at the Lab of Ornithology





HAIKUBOX

IMAGES, VIDEOS AND LOGO
FOR YOUR NEWS STORY

Access our Google Drive folder:

<https://drive.google.com/drive/folders/1qO4dnKCO1hoHr10gCYK5-zMQJiaJSqg?usp=sharing>



Amy Donner

Vice President
Director of Marketing &
Business Development

amy@haikubox.com
(941) 266-0281

Links to Haikubox reviews
and news stories can be
found on [Wikipedia](#)