



PRESS RELEASE – AUSTRALIA

SPORTDOG® BRAND ADDS BLUETOOTH CAPABILITY TO TEK 2.0 TRACKING SYSTEM

Australia (June 27, 2016) – SportDOG® Brand, the industry-leading manufacturer of electronic dog training products and accessories, has again enhanced dog-tracking efficiency with the introduction of Bluetooth capability to its TEK 2.0 Series.

This new feature allows dog handlers to receive real time audible voice updates on their dogs' locations through any Bluetooth-compatible earpiece. The real time voice update feature via the speaker on the TEK 2.0 Handheld has proven popular with upland and hound hunters, providing them with a constant, hands-free check on the whereabouts of up to 21 dogs or other Handhelds in their hunting or training group.

Now, Bluetooth capability provides those updates with crystal-clear, in-the-ear sound. In addition, there are battery indicators, updates on Sound functionality and Voice reports to use compass directions.

All TEK 2.0 products are Bluetooth-capable, regardless of when they were purchased. The new feature is now available and owners simply need to download the Companion Application Software from the SportDOG® Brand website under the support section: www.sportdogglobal.com/tek2.php#support

ENDS

For further information please contact International Marketing Director, Angela Critchley, tel: +44 (0) 7899 663319.



Notes to editor:

About TEK 2.0:

The TEK 2.0 Series from SportDOG® Brand, offers range, accuracy, and tracking reliability that surpasses every other system on the market. The heart of TEK 2.0 is the Handheld device, preloaded with 1:100,000 full-color topo maps, which can be updated at no cost for the life of the product.

The Handheld provides instant feedback on the location and status of up to 21 dogs and/or other Handhelds. TEK 2.0 is available in two models: TEK-V2L tracking system and TEK-V2LT combination e-collar and tracking system.

TEK 2.0 is the pinnacle of tracking perfection, using advanced features that allows hunters and dog handlers to venture anywhere with confidence. In addition to the realtime voice updates, both the TEK-V2L and TEK-V2LT feature:

- HopTek™ Frequency Hopping Spread Spectrum (FHSS) beats interference problems once and for all. Precise locations are instantly obtainable out to 10 miles.
- GPS + GLONASS means no downtime. By combining traditional Global Positioning System technology with the Global Navigation Satellite System, the TEK 2.0 Handheld is always in touch with one satellite constellation or the other.
- DryTek™ technology guarantees all collar components are waterproof and submersible to 25 feet.
- Quick and easy navigation is always at the user's fingertips via the Handheld's icon-based Menu screen and optional Compass view.

In addition, TEK-V2LT builds upon the groundbreaking SportDOG® Brand technology that brought the market the first combination e-collar and GPS tracking unit. Whether training or hunting, TEK-V2LT provides remote training control via 99 correction levels, plus vibe and tone options, as well as a choice of continuous, momentary, or rising stimulation modes.



About SportDOG® Brand

SportDOG® Brand was created in 2003 by Radio Systems Corporation with the aim of developing a range of superior products for professional trainers, weekend hunters and those who just want a little peace with their dogs. SportDOG® Brand caters for people who want to simplify their dog training challenges by trusting one of the leading names in the electronic collar industry.

SportDOG® Brand is run by real hunting enthusiasts who spend much of their time out with their dogs. The SportDOG® Brand team has many years' experience utilising professional staff, field-testing on various continents and in various conditions.

SportDOG® Brand is now able to provide the most complete line of e-collar and training products in the World. The extensive range of products includes Training Systems, Bark Control, Training Accessories and GPS Dog Tracking Systems.