

## NFC Wireless Communication Technology Embedded into PetHub.com's Award-Winning Pet ID Tags

*PetHub helps lost pets get home faster with life saving pet ID tags that uniquely combine Near-Field Communication (NFC) chips, QR codes, web addresses and a free 24-by-7 staffed call center*

**July 23, 2013 – LAS VEGAS, NV** –PetHub, Inc., (www.pethub.com) announced today at **Super Zoo 2013** (Booth #3950) the next generation of its industry-leading pet identification tags, this time with the first-ever NFC chip embedded within a pet ID tag itself to help good Samaritans immediately identify and return lost pets.

Heralded by [Popular Mechanics](#) as a tag every dog owner should get, the new NFC capability builds upon PetHub's award-winning tags, each already equipped with a unique QR code, web address and traditional toll-free phone number. Any of these 4 capabilities – NFC, QR code, web address or phone number – can be used to immediately and safely access a pet's critical data, including multiple emergency contact phone numbers, critical medications, license and rabies tag information, microchip number, vaccinations, pet medical insurance status, and much more, **all for free** (other than the cost of the tag).

*"I left Microsoft to start PetHub.com because the problem of lost and euthanized pets can finally be fixed through technology we all possess."  
– Tom Arnold, Founder & CEO*

"Super Zoo is a constant reminder of how much we all love the animals in our lives and how critical it is to have proper, up-to-date identification to help a four-legged loved one return home quickly," said PetHub's Founder & CEO, Tom Arnold. "My dog Ullr is a member of my family and I would never want him, nor any animal, ending up in a shelter with the odds against him returning home again."

According to the *American Humane Association*, 1 out of 3 pets will be lost at some point during their lifetime, however only about 17 percent of lost dogs and two percent of lost cats will be returned to their original owners. In fact, according to the *Humane Society of the United States* and the *ASPCA*, it is estimated that up to [8 million animals enter shelters every year](#) with over [50 percent of them euthanized](#) if their families cannot be found in time (56% of dogs and 71% of cats).

### Pet ID Tags Enter the 21st Century

Whether it was a good Samaritan scanning the QR code or calling PetHub's free 24x7 staffed call center, 97 percent of pets lost in 2012 while wearing a PetHub ID tag were returned the same day they went missing, with 25 percent being returned in under an hour and over 35 percent in less than three hours.

Now, with the new NFC technology, which is short-range wireless communication technology based on RFID that enables mobile devices to connect and transfer data by touching them together or bringing them into close proximity, PetHub wants to help even more pets. Until today, NFC technology has been used for things like wirelessly exchanging contact information, sharing photo files or for mobile payments.

“My Bassett hound *Diesel* managed to dig out from under my parent’s fence and had gotten out on a busy highway while I was on [vacation in Barcelona, Spain](#), but he was found and returned home thanks to his PetHub tag,” said Kelly Reeves. “I was able to text my children the rescuer’s name and number and get my parents the info to pick up Diesel from halfway across the world. I will never be without PetHub’s service, which gets lost animals home within minutes or hours instead of days or weeks.”

With 9 out of 10 pet guardians considering their pets a [part of the family](#), the ability to quickly return a beloved lost pet is what keeps the PetHub team focused on continued innovation in digital ID pet tags and recovery solutions.

“I left Microsoft to start PetHub because [this problem] can finally be fixed through technology we all possess. We all have cell phones and over 60 percent of us have ‘Smartphones’ equipped with cameras, GPS, web browsers, and more. Our tags provide a lifeline to anyone with a phone to an animal’s critical data to keep it safe,” noted Arnold.

### **Pricing and Availability**

Priced at \$19.95 MSRP, the new NFC tags are now officially available. NFC-equipped phones in the U.S. and Worldwide include Samsung Galaxy Note, Galaxy S III & IV, Google Nexus 4 and Nexus S, Nokia Lumia 820 and Lumia 920, Sony Xperia Ion, Motorola Droid Razr M and Droid Razr Maxx HD, LG Intuition, HTC Evo 4G LTE, BlackBerry Z10 and BlackBerry Q10.

### **About PetHub, Inc.**

PetHub, Inc., is focused on getting lost pets home faster and safer than ever before by utilizing current and new technologies, including NFC/QR code pet ID tags, GPS mapping, and real-time notifications. The company has multiple software and hardware patents pending. Success stories can be found at <http://PetHubFound.me>. PetHub is available in English, German, French, Italian and Dutch languages, with users throughout the world. See also some of PetHub’s fan videos at <http://PetHub.tv>. Awards include **Dog Fancy Magazine’s** “Editors’ Choice” as well as **Pet Business Magazine’s** “Industry Award” and **Pet Age Magazine’s** “Retailer Silver Select Award.”

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