



## **Vet Innovations Launches Intelligent Pet Feeder Featuring Patented Access Control System**

*New Automatic Pet Feeder Featuring Patented Access Control*

*Rhode Island Startup Launches Groundbreaking Pet Feeder*

### **For Immediate Release**

**October 18, 2018** – West Greenwich, RI – Vet Innovations, Inc., the pet technology company, announced it has launched the PortionPro Rx, the world’s first fully automated pet feeding device, for both cats and dogs, featuring a unique, patented access control system that prevents food stealing, a common, frustrating problem in multi-pet households. Unlike other less sophisticated feeders, the PortionPro Rx is the only pet feeder that is recommended by veterinary professionals, as it automatically measures, portions and delivers meals, but also limits access to a designated pet. Access to meals is controlled through PFC™ (Pet Field Communications), a proprietary, active RFID technology that distinguishes pets from a distance, triggering a protective door to either open or close. This enables the selective feeding of a designated pet in a multi-pet home, without the need for manual intervention, separation of pets, or “guarding” of food bowls during meal time.

The PortionPro Rx was designed to reduce the stress and frustration of feeding multiple pets, where portion-control and food-stealing are frequent, challenging problems. It enables the easy, convenient treatment and prevention of pet obesity, now an epidemic effecting more than half of all pets, according to the Association of Pet Obesity Prevention. The PortionPro Rx is a new tool to precisely feed costly prescription and therapeutic diets to a designated pet, while preventing food-theft by other pets in the home, reducing consumption of medical foods by non-intended pets. The veterinary profession has embraced the PortionPro Rx as “game-changing”, enabling increased compliance with feeding recommendations and enhancing health care outcomes.

The PortionPro Rx is made for both dogs and cats. Portion sizes, feeding frequency, and meal times are customizable and easily programmed through an intuitive physical user interface. It is ruggedly built—designed to withstand the rigors of the multi-pet home. Made with FDA food-grade plastics and ceramic coated steel parts, it offers hypoallergenic and antimicrobial surfaces for pets and pet parents. The device quickly and easily disassembles for routine cleaning. The electronics operates with low-voltage power and are designed with safety in mind for pets and family members.

The PortionPro Rx retails for \$299, with a limited time \$50-off coupon promotion, and is available at [www.portionprorx.com](http://www.portionprorx.com), Amazon, and veterinary hospitals.

Keep up to date with @vetinnovations news & stay connected with us at:  
Facebook.com/VetInnovations, Facebook.com/PortionProRx, Twitter.com/PortionProRx,  
YouTube.com/PortionProRx, and Instagram.com/PortionProRx !

### **About Vet Innovations**

Vet Innovations is focused on developing innovative new technology-based tools that improve the health, well-being, and longevity of pets while also enhancing the human-animal bond. We have developed unique and proprietary technology that controls what pets can and cannot access in their day-to-day living. The system automatically senses and identifies specific pets, enabling them to individually interact with different devices in the world around them. The company's focus is on robotic-based electromechanical technology that not only simplifies and improves the treatment of pet obesity, but also enhances overall pet wellness.

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