



Vet Innovations Launches Intelligent Pet Feeder That Stops Food Stealing

New Pet Feeder Released that Promises to Make Pet Owners' Lives Easier

The PortionPro Rx Makes Feeding Times Effortless and Worry-Free

For Immediate Release

October 25, 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 automatically measures, portions, and delivers meals, while also limiting access to only 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 specific pet in a multi-pet home, without the need for pet parent intervention or separation of pets. As stated by veterinarian Dr. Robin Downing, "... [the PortionPro Rx] takes the stress away from the pet owner that they don't have to be a pet cop. They can be a pet parent, but they don't have to be a pet cop."

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 and beyond. Made with food-grade plastics and ceramic coated steel parts, it offers hypoallergenic and antimicrobial surfaces for enhanced pet hygiene. 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 portionprorx.com and on Amazon.com.

“My elevator speech about the PortionPro Rx is this, if you have a pet that needs to be fed in a specific manner, this is the solution. And that's the end of the speech; this is the solution.” – Dr. Ernie Ward, founder of the Association for Pet Obesity Prevention

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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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