



New Websites let People and Cats Interact through Robotics Online

Online users can interact physically over the web with new Reach-In Technology

BOISE, ID – June 12, 2011– This newly developed technology allows the public to play with live animals over the internet. The [iPet Companion™](#) at Humane Societies around the nation enables users to control, in real-time, specially designed robotic toys, to interact with live shelter cats. The application is free to the public and has already boosted adoptions, donations, and sponsorships.

iPet Companion is the product of [Reach-In](#), a Boise, Idaho-based company who developed the application and generously donated it to the [Oregon Humane Society](#) and [Idaho Humane Society](#). These installations are currently resulting in many benefits for their cats, visitors, and shelters.

"The cats love it," said Barbara Baugnon, spokeswoman for the Oregon Humane Society, "You can tell they are really into it! ... In addition to being really cool and fun technology, it is just really helping us with our adoptions – it has been terrific!"

The Oregon Humane Society says since the new technology was launched on their website, kitten adoptions are up 16%, donations and sponsorships have increased 295%, and web traffic is up 52%.

"It's amazing, it's addictive. Some cats are so into it that you just want to play with them all day and you have to tear yourself away from the screen," said David Lytle with OHS.

Website visitors find a live video feed and controls for three toys, two with feathers and one with a ball. Visitors enter a queue for a free two-minute session at the controls.

Actual comments collected from iPet Companion users:

"I am now fostering three kittens because of this ---- very proactive!" -*Anonymous*

"This is the coolest thing ever!" -*Danielle*

"I love how creative OHS is, and how it's so clear they love animals!" -*Ruth*

"I love this! It is a really cool concept and I was actually able to play with the kittens – so much fun and a little surreal as I am about 7000 kilometres away." -*Gretchen in Switzerland*

Since acquiring the iPet Companion, OHS has received numerous comments and stories from people throughout their community—and around the world. Recently, they received a heart-warming message from a woman who shared how much the iPet Companion meant to her. As Barbara explains, "We received a message from a woman who said 'Thank you, thank you, thank you! I am a paraplegic and I can't leave my apartment and I love cats.' She was very grateful to interact with the kitties from the comfort of her own home. iPet Companion made it possible for her to play and connect with the kittens."

Many disabled, allergenic, elderly, and housebound online users have commented on the enjoyment they have had playing with the cats, which in their daily lives would otherwise be impossible.

Rollout of iPet Companion to other Humane Societies and Shelters is expected in the spring of 2011. All Interactive Playrooms can be accessed at www.ipetcompanion.com

Reach-In chose to help regional animal shelters in need, to fully understand the social benefits of the technology. Scott Harris, Reach-In CEO, has plenty of other ideas for future uses of the technology, from interactive Halloween haunted houses to dispensing medications remotely.

iPet Companion requires [Silverlight](#) to be installed on the internet browser, which is a one-time free download and is compatible with all major browser.

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About Reach-In

Reach-In, formally named AprioriControl, was founded in 2009 by Scott Harris, based out of Boise, Idaho. Reach-In's innovative technology is the most interactive online technology available today. This technology enables anyone, anywhere in the world, to interact by manipulating robotics with a live video broadcast streamed to their computer screen displaying their interaction in real-time.

There are many technical and creative outlets for this technology that can be integrated directly into an existing webpage, or can operate autonomously. Whichever direction is most comfortable for the client, AprioriControl provides a seamless integration of interactivity.

For more information, please visit <http://www.reach-in.com>

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