

Pet Stop's Digitally Modulated™ Collars Are the Safest in the Industry?

8 Reasons Pet Stop Collars are The Most Technologically Advanced in the Industry

- 1.) Omni-Directional Antenna™** (Exclusively Pet Stop®) No matter where your dog is in your yard or how he is wearing his collar, your dog's collar will pick up our DM™ Signaling 100% of the time.
- 2.) Bi-Functional Accuracy™** (Exclusively Pet Stop®) Pet Stop® Collars are designed to seek only our DM™ Signaling and designed to Reject any aberrant signals (i.e. Telephone, Cable, Garage doors, Microwaves, etc.)
- 3.) Flexibility/Brand Compatibility™** (Exclusively Pet Stop®) From adjustable settings, to receivers that work with other brand systems on the market, no one is more committed to finding a solution that works for your unique needs than Pet Stop. We regularly program Dog Watch® and Invisible Fence® Collars and Receivers on our Systems INCLUDING Dog Watch FM Signaling.
- 4.) Safety Stop®** (Exclusively Pet Stop®) If your pet ever gets trapped in the signal field, only Pet Stop® receivers will shut off and remain off until your pet is safely out. Other products offer a similar feature but none as comprehensive as the Pet Stop® receivers.
- 5.) Warning Field Security and Gentle Steps Training™** (Exclusively Pet Stop®) If your pet comes too close to a restricted zone, they receive a warning tone. Unlike other systems, Pet Stop® can gradually increase the correction level until they retreat. This preserves battery life and, more importantly, reinforces the initial training and conditioning your pet receives.
- 6.) 72 Hour Service Guarantee**, If we are not there with a solution and repair in 72 hours, your repair is free. Other Brands often require that you wait a week or more for your appointment
- 7.) Pet Stop Battery Life** (6-9 months at \$10 cost) Replacement Batteries – Inexpensive at \$10 per battery
- 8.) Mike & Adam Sinteff** put there Money where their Promise is, "If after buying Pet Stop®, you are not 100% satisfied, and Pet Stop® is not containing your dog, we will refund 100% of Your Purchase Price.

Pet Stop Answers Dog Watch of Atlanta's Misunderstanding of Pet Stop's DM Technology™

**If you have a Pet Stop questions, ask your Pet Stop Dealer
to explain our DM Signaling™**

Pet Stop's Response and Clarifications To Dog Watch False claims

A little bit of background On Dog Watch: During the 1990's, a competitor of the Invisible Fence® company (Dog Watch Brand) was sued for violating patent claims pertaining to the detection and qualification of AM signals based on digital techniques. Dog Watch lost the suit, was required to pay

damages and royalties, and forced to redesign their product so as not to violate the patent. They developed a simple frequency shift keying scheme that did not violate the patent, and developed a marketing program around it.

This has created much confusion in our small industry pertaining to AM vs FM. Marketing folks and Atlanta Dog Watch® like to play to the experiences consumers have with commercial broadcast radio to justify the experience they may have with pet containment technology. The marketing spin that is used simply conveys FM is superior to AM as experienced with your kitchen radio. Interestingly Dog Watch actually uses AM Signaling in some of their installations leading to false advertising.

It does not take into account the frequency of operation, bandwidth of transmission and data which needs to be conveyed in its comparison making its claims about other products false and misleading.

It ignores the fact that various technological products use different modulation techniques to accomplish necessary results therefore their comparison to FM radios and their product is misleading.

Pet Stop's DM Technology™ is not the same process or signaling as an AM Radio, therefore this is not an accurate comparison. Atlanta Dog Watch is not comparing Apples to Apples; Pet Stop Collars are not car radios and Pet Stop dogs are not 100 miles from the Pet Stop Transmitter. Other examples to this point: 1.) analog TV video is transmitted by amplitude modulation and the sound component via frequency modulation. 2.) Digital TV is transmitted on 256 QAM (quadrature amplitude modulated) channels loaded above the normal NTSC77 analog channels. **Therefore the AM Radio comparison of AM vs FM is a poor illustration when applied to Pet Stop's DM Technology™ or any other Pet Containment System. The folks at Dog Watch just do not know enough about the Pet Stop DM Technology™ to be trusted as an authority.**

Dog Watch Atlanta Inaccurate Comparisons

Dog Watch, this is not 1970, this is 2015!

The educated customer needs to be informed that this is nothing more than marketing hype on the part of these Dog Watch Brand!. Please, don't be misled... **Perimeter Technologies and Pet Stop have been in the Underground Fence business over 35 years, in fact they are the same engineers that started the Invisible Fence Company and then Pet Stop in 1992 we do not have to mislead. Pet Stop Challenge:** "Try Pet Stop first and if you are not 100% satisfied Mike Sinteff will refund 100% of your investment and buy you the other Brand, if our system is not functioning as promised – this is the confidence that I have in the best Pet Containment System on the market today!" (Mike Sinteff 3/1/2009)

Pet Stop's Response: It becomes readily apparent to the technically savvy that there are some instances where a technology product benefits from either AM or FM modulation techniques.

Our industry is not one of them:

1. Pet Stop® frequencies are normally sub-10Khz (we do have a channel selection at 15Khz).
2. These Pet Stop® bands are inherently noise free when compared to normal FCC Part 15 controlled bands Pet Stop® does not operate in the normal AM radio bands. There are NO signals in or around your home in the 4-15Khz signal range to falsely activate your Pet Stop Equipment!
3. In addition, our products are magnetic field based. Pet Stop® receivers seek a digitally modulated signal that is noise/static free unlike your AM radio. **Our Receivers are Bi-Functional and discriminate against every signal that is not Pet Stop transmitter generated.**
4. Properly implemented AM and FM modulation technologies perform equitably. However in the end, what becomes extremely important are the discrimination techniques used, by Pet Stop Signaling

Technology, in order to qualify a properly modulated signal. This is where Pet Stop's DM Technology™ and our Elite Receiver® puts us ahead of the pack in providing for your pet's safety.

Digital Modulation is the "digital" form of AM/FM radio.

Pet Stop's Response: We are not an AM signal like that used in radios, but a variant of AM. Used by Air Traffic Controllers for example, that is Modulated with Pet Stop's patented technology. Pet Stop® brand products utilize digital amplitude modulation techniques to generate the transmitted signal, and digital techniques to also demodulate the received signal. We not only look for a unique modulated pattern, but also duplicity of the pattern. Nothing sends a signal exactly like Pet Stop® and any signal close is rejected by your dog's collar – Pet Stop products work!

1. Pet Stop customers NEVER have to worry about Pet Stop Collars falsely activating and shocking their dog. The Dows and the Sinteffs stand behind this promise by offering to buy a Dog Watch System for you if you are not happy with your State of the Art, Technologically Advance Pet Stop System. Pet Stop Engineers have more Advanced Technology Patents than all the other Brands combined.

Pet Stop UltraElite Receivers® Are the most advanced, programmable, other brand compatible collars on the market today. Pet Stop offers over 5000 programming options, has an Omni-Directional Antenna and is Bi-Functional in that it seeks out Pet Stop's unique, patented signaling process while at the same time rejecting any aberrant signal (Telephone, Cable, Garage Door, Microwave or any other signal except its Pet Stop Signal. We are computer programmed and 100% reliable.

- i. Does this sound like a product that will shock your dog by accident? Mike & Adam Sinteff and Philip & Grant Dow are business professionals who love dogs and would never install a product on your dog that might accidentally or indiscriminately (as Dog Watch of Atlanta suggests on their website) activate and shock your dog.

Dog Watch False Claim, "When applied to a Hidden Fence system, digital AM based systems are constantly subjected to interference inherent to that technology. The end result is a digital AM system that's prone to "misfire", shocking your pet indiscriminately. This can lead to a confused and frightened animal – a very bad thing."

Pet Stop's Response: Interestingly, Pet Stop Technology is so advanced that Pet Stop Dealers all across America are able to program Pet Stop Collars to work on Dog Watch Systems as well as Invisible Fence Systems, in fact this is the case for Dog Guard®, Invisible Fence®, Dog Watch AM, Dog Watch FM and Pet Safe®. Does a Pet Stop Collar as advanced as the UltraElite Receiver® sound like a collar that will indiscriminately activate and shock your dog?

Ask us to show you the "Pet Stop Programming Protocol Sheet" when we come out to visit You when you call for a free estimate.

In the final analysis, We think folks at Dog Watch are fine people just not familiar with Pet Stop

We are not an AM signal like that used in radios, but a variant of AM that is modulated with Pet Stop's most advanced patented technology DM Signaling Technology™. Pet Stop brand products utilize digital amplitude modulation techniques to generate the transmitted signal, and digital techniques to also demodulate the received signal. We not only look for a unique modulated pattern, exclusive to Pet Stop®, but also duplicity of the pattern ensuring we only activate on our Pet Stop Signal.

1. Carrier frequencies are normally sub-10Khz (we do have a channel selection at 15Khz).

2. **These bands are inherently noise free when compared to normal FCC Part 15 controlled bands such as broadcast radio.**
3. **In addition, our products are magnetic field based making zero no noise or distortion.**
4. **Properly implemented AM and FM modulation technologies perform equitably. However in the end, what becomes extremely important are the discrimination techniques used in order to qualify a properly modulated signal. This is where Pet Stop's DM Technology™ puts us ahead of the pack in providing for your pet's safety.**
5. **If Pet Stop Technology is so bad for your pet's collar, then why are Pet Stop Dealers able to Program Dog Watch AM and FM frequencies for Dog Watch and Pet Stop Collars?**

Pet Stop Has been installing in Atlanta since 2003

We are your Metro Atlanta and North Georgia

Approved Pet Stop® Dealers and very proud to serve you!

