

## **FOR IMMEDIATE RELEASE**

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### **Trap-Alert® System Becomes a Valuable Tool for a USDA Project**

Cumming, GA, July 19, 2012 – New Frequency’s award winning Trap-Alert® trap monitoring system and notification solution receives a thumbs up from the U.S. Department of Agriculture (USDA) research project in Colorado. The Trap-Alert® system is a combination of hardware, software, GPS and wireless technologies that allows government agencies like the USDA, along with many professional wildlife control operators, to monitor and actively receive trap status updates, including the location of animal trap sets, through a web-based and mobile application.

The USDA’s Wildlife Services-National Wildlife Research Center recently started a research project studying urban coyotes in the Denver area requiring the capture, handling and collaring of 30 to 40 urban coyotes. Padded foot-holds, snares, and collarums are the primary trapping tools being used, with 99% of the traps set being padded foot-holds. USDA researchers quickly realized the advantages of using the Trap-Alert® system versus conducting manual trap inspections. Over the initial three month period the researchers have captured 15 coyotes. During this period, researchers received real time email and text alerts on their mobile devices for every trapping event where a Trap-Alert® unit was set.

Some key advantages cited by USDA researchers in using the Trap-Alert® system are:

- Much quicker response times resulting in a reduced amount of time a coyote or any animal is in a trap;
- Quicker response allows our traps to work longer during morning hours resulting in 1 to 2 additional captures;
- Reduced danger to the general population and pets near the trapping area;
- Ability to forgo checking traps in the afternoon/evenings for traps that are left open during the day;
- Outstanding and proactive customer service.

"New Frequency had every expectation that our Trap-Alert® system would prove to be a very useful and reliable service for this important USDA research project in Colorado. New Frequency is thrilled the project chose to incorporate the use of our Trap-Alert® system as part of its standard trapping protocol," said Todd Moran, New Frequency CEO. "Addressing coyote and other wildlife populations in urban and suburban environments is a much needed effort from a human health and safety standpoint. We look forward to continuing to work with the USDA and other government agencies on valuable wildlife research and humane wildlife management projects", Moran added.

To learn more about the Trap-Alert® system go to: [www.newfrequency.com](http://www.newfrequency.com)

### **About New Frequency**

New Frequency, founded in 2008 and headquartered in Cumming, GA, is a developer of software, devices, and complete systems that collect data in real time from remote assets and aggregate such data into useable and actionable information accessible over the web. New Frequency’s expertise and systems include telemetry data

monitoring and management tools, high availability hosting, large data storage, custom reporting and alarming, and web-based software-as-a-service. New Frequency's web-based solutions are used in monitoring and managing power, water, gas, and steam as well as equipment status, including location, operation, doors and hatches. Their systems can be employed in gathering and managing nearly any measurement of any asset. For more information, visit [www.newfrequency.com](http://www.newfrequency.com).