

trappings of the day

Did You Know?

In Virginia, Section 29.1-521 of the State Law makes it illegal to



hunt or kill any wild animal, including any nuisance species, with a gun, firearm, or weapon. EXCEPT for Raccoons. Apparently raccoons are very formidable in Virginia, and have special extra time set aside for taking them down!

It's also illegal in Virginia to set any animal trap on someone else's property without attaching your name and contact info directly to the trap.



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Multiple States Reviewing Trap-Alert™

Georgia Department of Natural Resources: New Frequency has met with the Georgia DNR and received preliminary approval to use the Trap-Alert™ system in the State of Georgia. GA-DNR has also stated that the system will be an acceptable method to replace a daily trap inspection. New Frequency is working with the GA-DNR on a test case to provide the technical data for GA-DNR to have their enforcement code changed and the Trap-Alert™ system officially approved by GA-DNR for use. New Frequency has provided draft language to GA-DNR and begun its 30 day test to validate daily status changes, network failure rates, and signal strength variances.

Minnesota Department of Natural Resources: New Frequency is working with Michael Tucker of Wildlife Removal Services as well as the Minnesota Department of Natural Resources to develop a pilot program that would allow the Minnesota DNR to create new an enforcement code to allow the Trap-Alert™

system to become an approved system to allow Wildlife Control Operators to avoid daily visual inspections. New Frequency has provided MN-DNR staff with device data to demonstrate its effectiveness even in cold weather climates like Minnesota. Mr. Tucker has drafted a letter in support of the Trap-Alert™ system. New Frequency has been in direct contact with DNR staff and we are working on draft language that would support the use of this technology in MN.

Oklahoma Department of Wildlife Conservation: New Frequency is currently working with Reginald Murray of Oklahoma Wildlife Control. Through Mr. Murray's efforts in piloting the Trap-Alert™ system, David Decker from the OK Department of Wildlife Conservation has indicated the device not only meets their current daily inspection requirement, but it exceeds the standard. In the coming weeks, New Frequency will work to obtain the official response from the State of Oklahoma.



Fan Mail, Love Letters, and General Praise for Trap-Alert™



“... by not having to go by the client and visually check the equipment, we saved \$80 in daily expenditures and needless bothering of the client.”

I wanted to thank you for giving us the opportunity to become one of the first pilot test users of the Trap-Alert™ system. We have had a great experience dealing with the system and the staff from New Frequency. The Trap-Alert™ website, along with the Trap-Alert™ units, is convenient and easy to use. In our industry, time is money, and if a problem arises that requires assistance from the New Frequency team, it was always resolved quickly and in some cases just a few minutes! Your product has saved us a tremendous amount of time and freed up our employees to take on additional work by eliminating daily trips to our customers' homes. We think your product will take off and Superior Pest Management looks forward to becoming a customer!

Regards,
John Abel
Chief Inspector
Superior Wildlife Control (Virginia)

After using the Trap-Alert™ system for several weeks, I am very impressed with the performance and features, but more so with the tangible benefits I receive when using the product. I can plan my daily routes more efficiently knowing ahead of time that I have animals to pickup at specific locations.

If I am notified that traps do not require my attention at certain sites, my time is better spent setting up new jobs or catching up on repair work. On a couple of recent jobs, traps set on the roof were not visible from ground level. The Trap-Alert™ units notified me when I had to be there and when I did not, saving not only time and mileage, but the additional ladder work that would have been required on non-catch days to comply with daily trap check laws.

Use of the Trap-Alert™ system has also resulted in increased customer satisfaction, with most customers willing to pay a premium for the electronic trap monitoring service.

Trap-Alert™ saves me money, makes me money and gives me more time.
Thanks for a great product.

Michael Tucker
Wildlife Removal Services (Minnesota)
NWCOA Region 5 Director



I trap animals in the New Orleans area. I am dedicated to providing the most comprehensive and complete animal damage control methods in my area.

My average trapping job is within a 45 minute driving distance because I can only drive so many miles a day and service my customers' needs. I have been using the Trap-Alert™ monitoring product for a couple of months now, and frankly I do not know how I did it before! Since using the Trap-Alert™ units, I have been able to knock off early a couple of days because I did NOT need to check my traps – they had already reported in today! I have also been able to take on additional work as a result of my new found free time. Nothing is worse than turning away work because you cannot service the job!

One of the most important things that the Trap-Alert™ units have done for me is simply the fact that I am now studying my actual costs of trapping. Receiving instant email reports of the unit's status I can also track when my employee was actually on the job resetting a trap. My customers are also impressed with the technology. I have used them for bird traps, squirrel traps, raccoon and hog traps; in fact I have made my own traps and wired in the trap alert products! The bottom line though is job cost tracking – how much time do I spend driving? How much gas am I burning? How long am I on each job? For me, using the Trap-Alert™ units has opened my eyes to how much I have saved in gas and time on every job and how much I spend.

If you are looking to stand out from the crowd, offer top notch service, increase your bottom line and track what's going on with your jobs – the Trap-Alert™ system cannot be beat. I easily monitor four traps on a single job with a single unit! I receive a message when the trap is reset, letting me know as well as the customer (if you include them by email address) that the animal was removed. I have increased my service area and feel comfortable that I could even trap remote locations knowing that the trap has been checked. Again, if you are looking to offer top notch service beyond anything your competitor can – you need Trap-Alert™!

Charles Parker
Owner and Operator
Parker Wildlife (Louisiana)
NWCOA Secretary

When we were first asked to “test” this system, I first figured it was another gimmick product made by yet another company that wished to make an attempt to find consumers in the wildlife control industry ... were we ever wrong. We have tested a single New Frequency “Trap-

Alert™” system on two traps set up for skunk removal under a Tulsa, OK residential home. The first day, the system reported the doors open, which constitutes our legal trap check for the 24 hour period. I did not know at the time, but by not having to go by the client and visually check the equipment, we saved \$30 in daily expenditures and needless “bothering” of the client. The second day on the job, we receive an email stating the door closed status at exactly 7:15PM. Upon investigation, we had a skunk in each trap. Following later in the evening, we received another email notification of a closed door status at 8:46 PM. On the third day (February 24, 2011), we removed another skunk which was captured under the house. This client was excited to know that we could not only let her know if a door closed, but we could also let her know the time the door closed, and give proper notification of when we would be coming by to remove the problem skunks.

Today, February 24, 2011, we had to go to another client, located 27 miles from us and check our equipment. This second home, does not have the Trap-Alert™ system on it. We have, in a single day, already learned our lesson. All of our equipment will soon have the Trap-Alert™ system incorporated on it. Why you ask? Because once we figured mileage and time ... this single round trip cost our company \$25 in gas and \$150 in time. That's right...a single equipment check, with nothing caught, costs our company \$175.

Two non-productive days like this will cover the costs of a single Trap-Alert™ system that can monitor multiple equipment settings.

This is a serious business that we find ourselves in, and it gets more serious and more competitive each day. We will stay on the cutting edge with technology so that we are not losing money and we are not inconveniencing our clients by just “showing up”.

Thank you, New Frequency, for “leading the way” with your innovations. We look forward to a mutual long and prosperous business relationship with your company. And we anticipate with eagerness the next GREAT THING your company devises for our industry.

Thank you.
Reginald Murray - Co Owner
Oklahoma Wildlife Control® Limited Liability Company
NWCOA Region 4 Director

Trap-Alert™ Version 4 On the Way!

Version 4 of the Trap-Alert™ module is on the way. Major proto-typing is done and manufacturing is under way with first units expected to ship by the end of Q2 of 2011.

The improved design for the casing of the next release includes enhanced UV-A and UV-B protection. This allows for extended deployment in environments with intense direct sunlight. In addition to handling the heat, the new enclosure handles wet conditions as well. With an interior compartment that lifts all circuitry up and



away from the base, as well as a weather tight lip seal, the new case protects Trap-Alert™ modules from all but emersion conditions. Exterior hardened buttons have been replaced by embedded membrane buttons, and

both the GPS antenna and cellular antennas have been recessed under the labeling. Mounting brackets have also been added. Direct functional enhancements include:

- 1) Better GPS antennas with greater indoor sensitivity.
- 2) A "Check Door" button to be certain sensors are working properly at deployment.
- 3) A "Check Status", which sends an immediate message with current deployment information.

GSM. What is it?

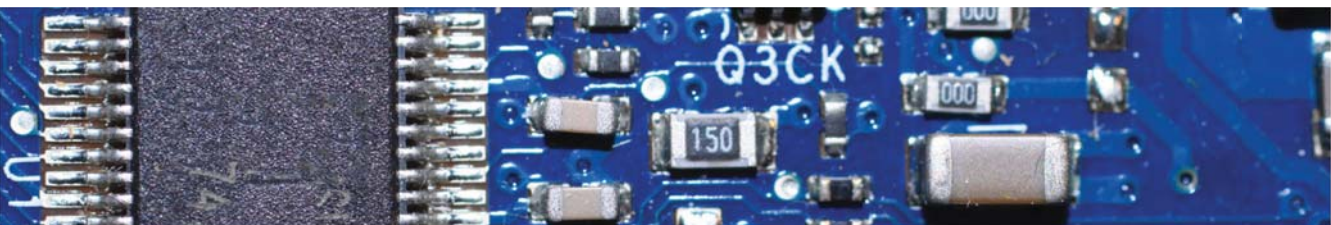
GSM (Global System for Mobile Communications) is the world's most popular standard for mobile telephony systems. The GSM Association estimates that 80% of the global mobile market uses the standard. GSM is used by over 1.5 billion people. GSM differs from its predecessor technologies in that both signaling and speech channels are digital.



Did You Know?

The Russian version of GPS, known as GLONASS, was only made available to the public in 2007. In addition to this and the US system, China has a system in development called Compass Navigation System, and the EU is working on Galileo Navigation System.





Things To Know

Can It Be Monitored?

Trap-Alert™ works on a simple open/close status. What this means, is you can monitor just about any kind of trap out there that has a “status” change or “state change”, door open/close, IR sensor break, or any other kind of status that changes with the event of a captured animal. If you have a need to monitor a specialized trap or device, chances are we can show you how to retrofit one of our many sensors to your device. Give us a call!

Check Us Out On The Web!

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Trappings of the Day Issue 01.02/2011