



## NEW TECH DELIVERS ACCURATE WELLBEING DATA FOR ALL HORSE OWNERS

### ARIONE RELEASES FIRST EQUINE IOT DEVICE INTO THE UK

(Paris, France - January, 11<sup>th</sup>, 2017) –Arioneo, the pioneer and leading provider of Equine IOT devices, announces the **official launch into the UK Market of Orscana, a sensor created for monitoring the care and wellbeing of a horse around the clock**, whether stabled, grazing or in transit.

### MONITORING AND TRACKING HOLISTIC WELLBEING OF EACH HORSE

Working closely with professional yards across all disciplines from racing to dressage, show jumping to eventing extensive market research provided overwhelming evidence of **a desire to have in-depth and accurate insight into the daily lives of each horse in their care.**

Worldwide, riders and trainers make constant regular checks on their equine charges but this is purely visual and fleeting. The most notable need was to **understand how comfortable each horse was when rugged.** Each horse is an individual and quite different from its stable mates, what rug may be right for one is not necessarily right for another. Without accurate and scientific data to rely on, educated guesswork is the best that can be done. It became clear that professionals with valuable athletes under their care where optimum consistent performance is key, **wanted to understand body temperatures of each horse whilst in their box, turned out or whilst in transit.**

Arioneo has taken this functionality further. By linking the ability to monitor body heat and moisture with weather forecasts, Orscana provides predictive advice based on real time weather data utilising the previous night's data from the horse in question. **Now, with confidence, every horse owner knows that their horse is correctly rugged.**

All yards wished to understand each horse's daily routine, accurately recording each day, providing the ability to understand behavioural traits over time. **Orscana monitors and records whether a horse is lying down and resting, if it is calm though standing, how active the horse is or whether it is agitated or disturbed.** This information being extremely beneficial for building up a picture of each horses' lifecycle through time and what effects this may have on performance and wellbeing.

### DELIVERING TO THE NEEDS OF THE EQUESTRIAN WORLD

**Inspired by advances in human health monitoring,** Arioneo has combined its deep knowledge of the physiology of the horse and its care with cutting edge technology and calibrated it specifically for the equine. As Guillame Dubois, Arioneo's Scientific Director, describes *"we use algorithms that cross reference the horse's physiological parameters, for example gender, breed, physical capacity and cost with data gathered by the sensor which includes temperature, humidity and movement.*

## For Immediate Release

*This allows us to pinpoint warning levels and key data to determine the wellbeing of the horse in question.”*

*“Nowadays, we tend to over rug our horses. Using the data Orscana has collected, along with our application and its recommendations Arioneo ensures our clients no longer have to rely on guess work, they will know exactly which rug to choose for their horse.”*, adds Erwan Mellerio, co-founder and a rider since he was a toddler.

## **SIMPLE, QUICK and EASY**

Orscana is simply attached to the under rug of the horse, included in the pack are a number of special pouches, that should be sewn onto the rug at the dip in the hip of the horse. Orscana’s clever and secure fastening system cannot hurt the horse and guarantees the sensor’s integrity. A quick download of the application to your smartphone, pairing of your app to the sensor, with immediate effect data is being recorded.

*“The sensor is suitable for professionals and amateurs alike. It answers very real questions that riders at all levels are constantly asking and have, until now, remained unanswered. “Did my horse really rest last night? Was my horse too hot or too cold? The weather changes tonight, should I be changing rugs? How does my horse cope with travel?”* explains Valentin Rapin, a rider himself and co-founder of Arioneo.

### **Notes to Editors:**

- To coincide with the launch, the Arioneo team will be present at **Beta Horse in Birmingham**, from January 22<sup>nd</sup> to January 24<sup>th</sup> 2017, on **stand H3.3**.
- [Click here](#) to access the video presenting Orscana

### ***About Arioneo***

*Arioneo was founded in 2014 by Erwan Mellerio and Valentin Rapin. Its mission is to develop connected sensors for the equine world while collecting valuable data to oversee horses’ health and performance. Arioneo’s 2 product lines, Care and Performance, provide precise yet easy-to-analyze data for users. For additional information, please visit: [www.arioneo.com](http://www.arioneo.com)*

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