

## **FOR IMMEDIATE RELEASE**

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### **2012 Annual Wildlife Expo In Atlanta Showcases Smart Tech Improvements**

*Remote trap monitoring technology coupled with smart phone capabilities now allow even smaller companies to capitalize on real-time information to improve profitability and customer service.*

Atlanta, Ga (PRWEB) March 01, 2012 -- New Frequency's President and CEO, Todd Moran, recently spoke at the annual Wildlife Expo held by the National Wildlife Control Operators Association ("NWCOA") in Atlanta, Georgia on February 9-11, 2012. Moran's presentation titled, "Remote Trap Monitoring: From Concept to Reality" noted that remote trap monitoring technology coupled with smart phone capabilities now allow even smaller companies to capitalize on real-time information to improve profitability and customer service. Moran indicated that remote trap monitoring technology and systems is a "Game Changer" for the wildlife and pest control industries, allowing operators to work smarter and quicker while reducing costs.

Moran cited the following important new developments and trends in the area of remote trap monitoring:

- Wireless network coverage is expanding and covering more areas than ever before.
- Wireless companies now offer lower cost plans designed for remote monitoring devices.
- New standards in sensor communications are allowing for a wide variety of devices to be monitored using the same solution.
- The overall costs to build these types of solutions are coming down due to the decrease in component part costs.
- Lastly, lower costs sensors allowing users to outfit almost every style of trap for less than \$5.00 dollars is now the norm.

New Frequency's Trap-Alert™ system is a combination of hardware, software, GPS and wireless technologies that enables Wildlife Control Professionals to actively monitor the status and location of animal traps through a web-based application. The Trap-Alert™ system, which includes the Trap-Alert™ web application, phone and tablet applications, significantly increases the management and efficiency of a large number of traps. The need for Wildlife Control Professionals to visit sites solely for the purpose of daily trap inspections are eliminated, saving them time, labor, fuel costs; and thereby, delivering a rapid return-on-investment.

### **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 data into useable and actionable information for better decision making, and 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 alerting/notifications, and web-based software-as-a-service. New Frequency's web-based solutions are also used in monitoring and managing power, water, gas, and steam as well as equipment status, including location, operation, doors and hatches. Our systems can be employed in gathering and managing nearly any measurement of any asset. For more information, visit <http://www.newfrequency.com>.

## **About NWCOA**

The association is organized exclusively as a mutual benefit non-profit trade association to assist persons or organizations providing commercial wildlife damage management and control activities. The association shall be active in training, educating and promoting competence, service and integrity to the members of the wildlife