

issue

04

Q4 - 2011

this issue

Australian Connections p1

3rd Quarter News p2

New Sensors p3

Things To Know p4

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!

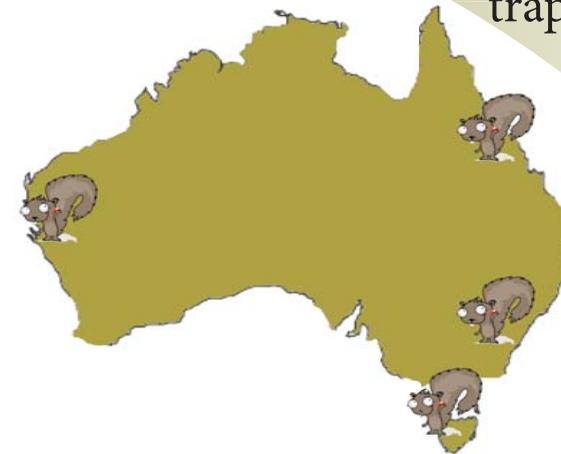
Easiest way to get started with the Trap-Alert™ system, is by visiting Wildlife Control Supplies website today!
www.shopwcs.com

Did You Know?

Safeguard® and New Frequency have entered into a new marketing agreement which



allows Safeguard® to start shipping their live animal traps with Trap-Alert™ sensor mounting brackets included in the box! It takes only minutes to prepare all of your incoming Safeguard® trap inventory to be field ready for use with the Trap-Alert™ system. Find out how to order yours by contacting Wildlife Control Supplies at 860-844-0101.



Trappings Down Under

New Frequency will be launching its Australian based subsidiary to deliver the Trap-Alert™ system to Australian Wildlife professionals. New Frequency through one of its developer partners, Definium Technologies based in Tasmania, Australia, is currently setting up field trials for the Trap-Alert™ system throughout the country. We will be working with multiple distribution partners to deliver the same system being used in the United States, taking advantage of the Trap-Alert™ module’s global communication flexibility. The Trap-Alert™ system was designed to work with many carriers around the world using GSM communication standards. Version 4.0 of the Trap-Alert™ module utilizes the latest data advantages of the GSM standard which allows for rapid global deployment without

any hardware changes. “Having an Australian based company will allow us to meet the needs of our Australian customers rapidly and provide local support”, said Todd Moran, CEO of New Frequency. Initial product fulfillment will come from our U.S. based operations, but the long term plan is to have Trap-Alert™ units manufactured in Australia to meet the needs of our local distribution partners and their customers.” Australia has one of the largest nuisance animal problems in the world, ranging from feral cats, deer, goats, and frogs, to pigs, rabbits, and even camels! The Trap-Alert™ system promises to streamline and improve the operations and effectiveness of wildlife control programs throughout the country.

3rd Quarter News

WCS To Distribute Trap-Alert™

Cumming, GA, July 06, 2011 – New Frequency, Inc., today announced that it has entered into an agreement with Wildlife Control Supplies (WCS) for distribution of Version 4.0 of the Trap-Alert™ device.

Version 4.0 of the Trap-Alert™ device adds many sought after features to an already indispensable tool for an industry needing reliable status information from many remote locations at once: a weatherproof enclosure is now a standard offering, including a new UV A/B resistant case that will not crack or breakdown under

extreme exposure to sunlight as well as rubber gaskets that keep moisture out; and enhanced GPS signaling allowing for greater accuracy in locating equipment, even in areas previously prone to blocking GPS signaling, such as indoors.

“In this day of high prices for gasoline and expensive service vehicle maintenance, the Trap-Alert™ system easily pays for itself in a short period of time and quickly increases profitability for any wildlife control specialist”, said Todd Moran, New Frequency CEO. Mr. Moran goes on to say, “Partnering

with WCS will open opportunities for more wildlife specialists to employ a product that will save them time and money. Alan Huot, owner of WCS, has decades of experience in this industry, and is trusted by the many customers he serves to provide only the best products. With Alan’s endorsement of this latest version of the Trap-Alert™ system, many WCS customers are sure to race ahead of their competition in efficiency, best practices, conservation efforts, and profitability.”

Safeguard® To Include Trap-Alert™ Mounting Brackets In Cage Traps

Cumming, GA, September 6, 2011 – New Frequency, Inc. and Safeguard® Products, Inc., today announced that they have entered into a marketing agreement to deliver New Frequency’s Trap-Alert™ remote trapping device and solution to the wildlife management industry.

Under the marketing arrangement, Safeguard® and New Frequency will combine their respective resources and expertise to support sales and market penetration of the Trap-Alert™

remote trapping solution through the use of Trap-Alert™ capable Safeguard® traps and easy to adapt retrofit kits. This will enable quicker, seamless implementation of the Trap-Alert solution contributing to the shared missions of New Frequency and Safeguard® as leaders in humane and efficient wildlife management monitoring solutions.

“In today’s competitive and high cost business environment, wildlife management companies are looking

for ways to reduce costs, improve profitability and be more customer friendly,” said Todd Moran, New Frequency CEO. “We are pleased to partner with Safeguard® in this marketing arrangement and offer the Trap-Alert™ solution to Safeguard®’s valued distributors. Since 1982, wildlife control specialists have put their trust in Safeguard®’s live animal traps as the traps of choice throughout the pest control industry,” he further added.

Japanese Film Crew Observes Trap-Alert™

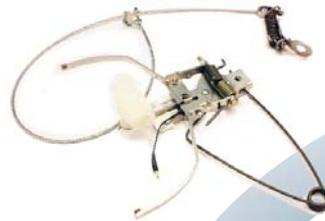
Reginald Murray of Oklahoma Wildlife Control was selected to appear on a news journal style program that will air in Japan in the coming months that focuses on the difference in nuisance wildlife control techniques between the two countries. While filming the episode, Reginald, a Trap-Alert™ system user, had several jobs in which the Trap-Alert™ system was deployed

while the film crew was following him. The crew shot much footage focusing on the unit and was impressed by its capabilities and flexibility. By all accounts, it looks like the Trap-Alert™ system will be featured heavily on the new program. The New Frequency team along with Oklahoma Wildlife Control was happy to be involved in this great international project and we

are looking forward to seeing the final product.



More Sensors For More Trap Styles!



New Trap-Alert™ Sensor Kits Expand Usage to Multiple Devices - New Frequency’s development team in cooperation with WCS has developed sensor

kits that now allow the Trap-Alert™ unit to work with the following devices: The Col-larum® Canine Trap, Foot Hold Traps, One-Way Exclusion devices (provides a running counter for each time the one-way door is opened), Tube Traps, Rodent Traps and Body Grip Traps that will work in underwater applications. Sensor kits are all under \$10.00

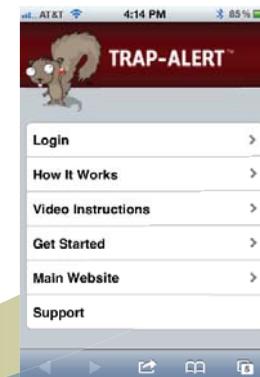
with the exception of the one-way door which will sell for just under \$20.00. Complete written instructions on how to install each kit, as well as a short video demonstration is available. Check with WCS website for the sale of these items in the near future.

Trap-Alert™ System - Mobile Web

Smart phones are the latest technology push, and advancements in this technology now allow you to conduct and run your business from your phone. With Trap-Alert™ mobile, you can now take the Trap-Alert System with you on the road. All of the same great features that are on the PC browser based version will be available in a condensed simple-to-use mobile version. The one stop Quick Deploy feature will allow users to close out and create a new

customer and trapping location from one simple form. Users can now setup customer contacts to be notified while on the job site and verify your open door status all within minutes of deploying the Trap-Alert™ unit. Some of the other great features that are now designed for mobile use are customer contact lookup, and route me from here, which allows you to plot your current location on our map and then get turn-by-turn directions to your next Trap-Alert™

location. Trap-Alert™ mobile will give you the power to efficiently manage your business, communicate with you customers and track your time and mileage on the job site.



GSM vs. CDMA

GSM is actually a “Standard”, where as CDMA is a technology. What this means to you, is that equipment that utilizes GSM communication is more compatible with more locations. CDMA, while capable of roaming, is a type of technology that can have different interpretations and different implementations, making it less certain to always work.



Did You Know?

A longer antenna is NOT a “better” antenna. Antennas for radios are actually tuned by length, and work best with a custom length based on the frequency you’re trying to tune to. Increasing length from 1/4 of the wavelength to 1/3 will hurt the signal, but an increase to 1/2 will “tune it back” in. WKLS (96.1) in Atlanta would play best through an antenna that is 29.22 inches long.

