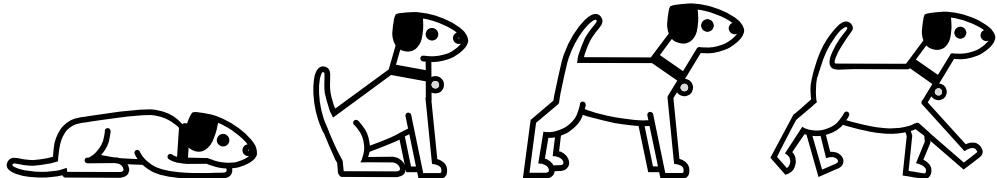




instruction booklet



welcome to the SNIF® Tag

Dear SNIF Tag user,

We would like to personally thank you for purchasing our product and welcome you to an exclusive and like-minded pet-owning community. We share your passion for our beloved four-legged friends & family members, and we wish you every bit of joy while using our product.

Sincerely,



The SNIF Team

contents

welcome to the SNIF® Tag	03
contents	04
in the box	06
setting up your SNIF® Tag and Base Station	07
setting up your Base Station	07
Base Station setup through available ethernet port	08
advanced ethernet configuration	08
alternative Base Station setup through USB port on personal computer	09
tag charging	10
web registration	10
collar clasp	11
rim customization	12
tag basics	13
maximizing Base Station performance	13
collar tones	14
engraving	15
LED glossary	16
care instructions	24

caution	25
FCC notice	26
RF safety compliance	27
antenna care/Unauthorized modifications	27
declaration of conformity	27
software license agreement	28
no assignment; no reverse engineering	29
limited warranty	29
exclusions	30
exclusive remedies	30
obtaining warranty service	31
warranties exclusive	31
limitation of liability	32
disclaimer	32
compliance with the law	32
term and termination	33
U.S. government rights	33
severability	34
entire agreement	34
important product information.....	36

in the box



- 01. SNIF® Tag
- 02. SNIF® Base Station
- 03. Three interchangeable faceplates
- 04. Three interchangeable rims
- 05. Instruction booklet
- 06. Small collar clasp*
- 07. Medium collar clasp*
- 08. One SNIF® Tag key
- 09. One Ethernet cable
- 10. One AC power adaptor
- 11. One USB cable

*** Please note: Large collar clasps available through online shop at www.sniftag.com/shop.**

setting up your SNIF® Tag and Base Station

Setup of your SNIF Tag and Base Station is done in three parts. First, you will select how to connect your Base Station to the Internet, and you will get your Base Station online. Second, you will go online to www.sniftag.com/register to associate your Base Station and Tag with your SNIF web profile. If this is your first SNIF product, the registration website will guide you through the profile setup process. Third, you will setup the collar clasp on your dog's collar.

setting up your Base Station

The Base Station can be connected to the Internet in one of two ways. The preferred method is to connect the Base Station directly to your home network through Ethernet. This allows your Base Station to stay fully connected at all times.

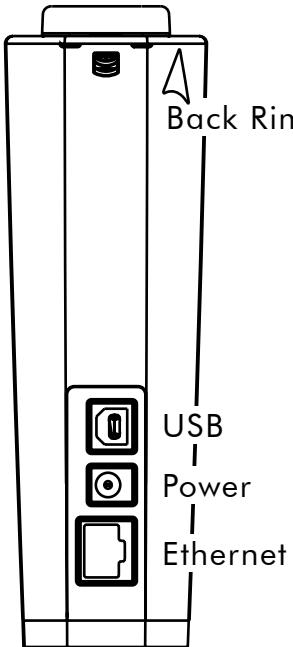
In the event that you do not have an available Ethernet port on your home network, you can also set up the Base Station to communicate to your personal computer over USB. However, in this mode your computer must be switched on for the Base Station to connect to the Internet. Please keep in mind that if using the USB configuration, certain SNIF services such as real-time monitoring will be temporarily unavailable while your personal computer is switched off. Data uploads to your web profile may also be delayed.

Base Station setup through available ethernet port

1. Locate an available Ethernet port on your home network or DSL / cable router. (Additional router purchase may be necessary; please refer to www.sniftag.com/router for suggestions of which router to purchase.) See "Advanced Ethernet configuration" below for home networks that use customized settings.
2. Connect the Base Station to this Ethernet port using the supplied Ethernet cable.
3. Connect the included power supply to the Base Station.
4. Wait up to 15 seconds for your Base Station to connect (indicated by the Back Rim turning green).
5. For best wireless performance, place your Base Station away from metal objects and clear of other obstructions.

advanced ethernet configuration

The Base Station is configured to use DHCP for network configuration by default. If you would prefer to use a static IP address or DHCP is not available, you can download the SNIIF Configuration Wizard from www.sniftag.com/download and follow the instructions for advanced settings.



alternative Base Station setup through USB port on personal computer

This setup method requires that you have a personal computer running Windows XP, Windows Vista, or Macintosh OS X 10.4 or later.

1. Download, install, and run the USB setup software at www.sniftag.com/download.
2. If you are using a USB port that is not designed to supply power, please connect the included power supply to the Base Station. Refer to your computer's User Manual if necessary to determine your USB port configuration.
3. Connect Base Station to the computer using the included USB cable.
4. Follow the Configuration Wizard's instructions to setup the USB service on your computer.
5. Refer to the LED glossary (p15) to verify that your Base Station is powered on and fully connected to the network.
6. For best wireless performance, place your Base Station away from metal objects and clear of other obstructions.

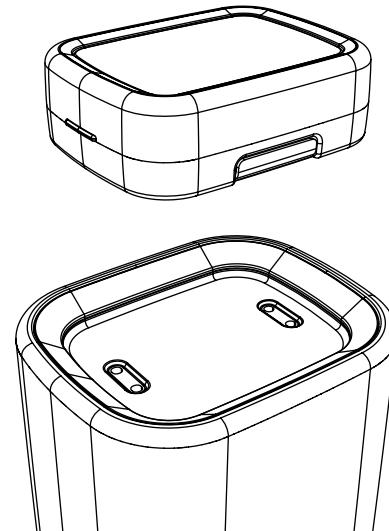


tag charging

If you have completed the Base Station setup successfully, you are ready to charge your SNIF Tag. Place the Tag on the Base Station charging tray. Please refer to the LED Glossary (p16) to verify that the Tag is charging. The Tag may need to charge up to three hours for a full charge out of the box, but typically it will only require between one and two hours to reach full charge under normal operation.

web registration

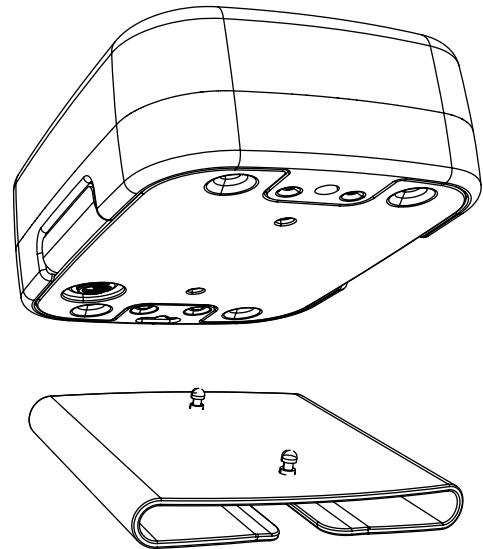
1. Visit www.sniftag.com/register.
2. Use your unique 6-digit Web registration code to register and activate the Base Station and Tag. The registration code can be found on the bottom of the Base Station and at the back of this instruction booklet.
3. Follow the instructions to register your Base Station and Tag.
4. Go SNIF!



collar clasp

Select a collar clasp that best fits your dog's existing collar. In the box, you will find a small and medium sized clasp. Larger clasps are available from our online shop at www.sniftag.com/shop.

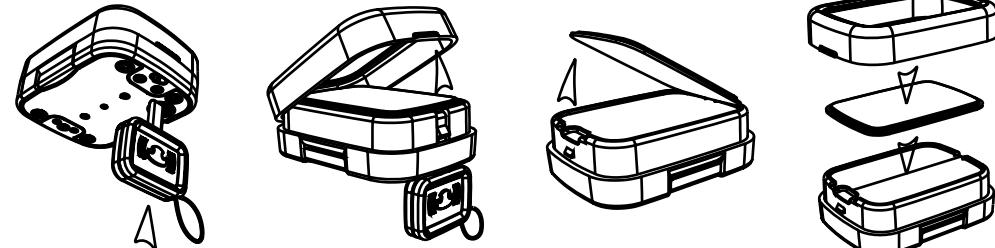
1. If you have a collar with a tapered end (some leather collars, for example), simply thread the end of the collar through the metal clasp.
2. For all other collars, slide the collar halfway into the clasp through the gap on the bottom of the clasp. Fold the collar at an angle and maneuver the second half of the strap under the left hand corner of the clasp. Feed the collar through the clasp in a left to right motion.
3. Once your tag is fully charged, locate it over the collar clasp and snap it into place while simultaneously depressing the side buttons. Ensure that the tag snaps in securely. Simultaneously depress the side buttons to release the tag.



rim customization

The Tag Ships with one lens and rim already fitted. In order to interchange and customize your tag, follow these easy steps.

1. Insert the Tag key into slotted key hole to release rim.
2. Remove rim and lens and choose which colors and pattern to use next.
3. Remove protective film from lens.
4. Insert lens face up into slotted surface and snap the new rim in place. The graphic is printed on the bottom face of the lens.



1

2

3

4

tag basics

The Tag will typically run for several days on a full charge. A low battery LED warning will indicate that it needs to be recharged (please refer to the LED glossary). If you would like to save power while the Tag is not in use, you can turn it off by pressing and holding down the power button for a few seconds. An LED pattern will indicate that the Tag has turned off. To turn it back on, simply repeat the procedure. Alternatively, the Tag can be turned on immediately by placing it on the Base Station charging-tray. If at any point the Tag does not respond to button presses, the battery is probably fully drained. Allow the Tag several minutes of charging before expecting it to respond. If problems persist, please go online to www.sniftag.com/support for troubleshooting. For more detailed information on how the Tag behaves during basic use, see the LED glossary.

maximizing Base Station performance

The Base Station's radio has a range of approximately 50ft. In order to get the best performance possible, locate the Base Station in a part of the house where your dog is likely to spend most of its time.

NOTE: Your tag will also automatically update if it comes within range of any other active base station that is connected to the Internet. Conversely, other tags will stream data through your base station if they are in range.

collar tones

A Collar Tone is a stylish light pattern that can be displayed on the SNIF Tag during certain events. You can personalize your Collar Tone directly from your SNIF web profile. The full color LED light on the Tag allows for hundreds of possibilities.

The default Collar Tone is a fade through the color spectrum from green, to red, to blue. You will notice it at the following times:

1. When the tag reaches a high activity level (i.e. when your dog runs or when shaking the Tag).
2. Upon encountering another SNIF Tag or Base Station.
3. Upon confirmation of Tag registration.
4. Upon confirmation of a change to your Collar Tone made on your SNIF web profile.

engraving

In order to further customize your SNIF Tag, you have the opportunity to engrave the backing plate with standard personal information such as your dog's name, your phone number, or any other details you might require.

At this time SNIF does not offer engraving services, so we would recommend taking the Tag to a jeweler in order lay out and engrave the text.

For our mascot Turbo, taking care we aligned the text with the embossed logo, we laid it out as follows:

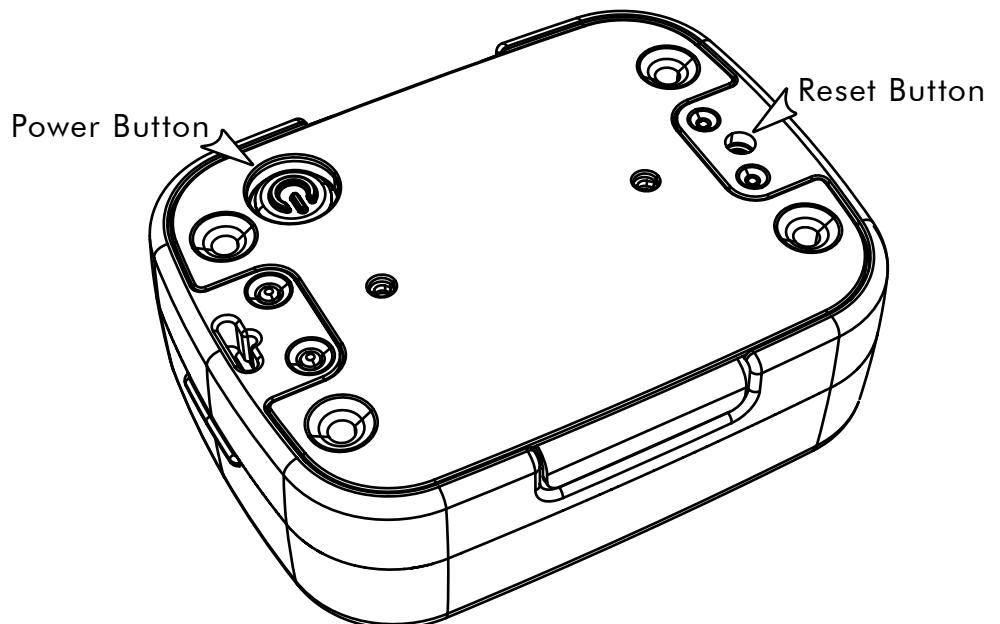
1. Name
2. Address Line 1
3. Address Line 2
4. Address Line 3
5. Telephone Number



LED glossary

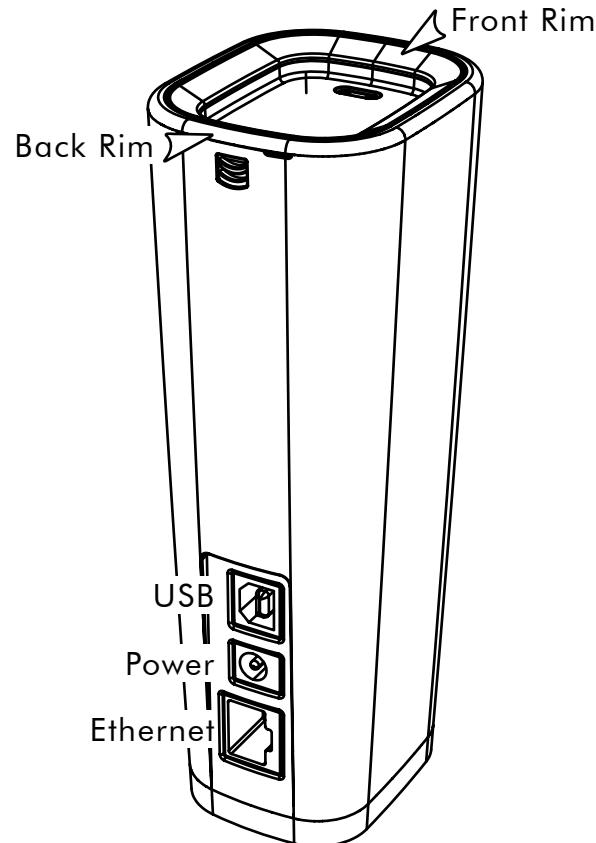
SNIF® Tag	State
1. Turn On Tag	White, Fade In
Hold power button for three seconds.	
2. Turn Off Tag	White, Fade Out
Hold power button for three seconds.	
3. Tag Check	Green, Blink (slow)
When you tap the power button: This lets you know that the tag is awake and operational. Keep the button depressed to put the tag to sleep or to wake it up from sleep.	
4. Tag Charging	Yellow, Solid
Battery charging when placed on the SNIF® Base Station; A full charge requires between one and two hours of continuous charging.	

Diagram showing the back of the SNIF® Tag



SNIF® Tag	State	SNIF® Tag	State
5. Tag Fully Charged	Green, Solid	9. Tag Internal Memory low	Blue, Blinking
Tag placed on SNIF® Base Station is fully charged. Remove the Tag from the Base Station and place it back on the metal collar clasp.		The Tag's internal memory is nearly full. This may happen when a Tag has not been in range of any connected Base Station for a week or longer. Please return your Tag to a Base Station so that its recorded history can be uploaded. Also, check to make sure that your Base Station is powered on and connected to the network (see Base Station LED glossary).	
6. Low Battery Warning	Red, Blinking		
Please return the Tag to the Base Station to charge the battery.			
7. Tag Boot Up	Green, Blink (fast)	10. Tag Reset	White, Fade In (Same as start)
Booting up after reset. If the Tag's battery has been fully drained, the Tag will go through a boot sequence when it is first starting to charge on the BaseStation. In a few moments, the Tag will start charging as normal.		When you push and release the reset button: you have manually reset the Tag and it is booting up. In a few moments the start-up LED sequence should play to let you know that the Tag is awake and running.	
8. Tag Internal Error	Red, Solid		
Try to reset using the reset button. If problem persists, contact technical support at www.sniftag.com/support .			

Diagram of SNIF® Base Station



SNIF® Base Station State

The Base Station has two ambient display sections. Both the front and rear light up to communicate different feedback on the Base Station's current state.

11. Base Station Startup

The Base Station has powered on.

12. Base Station Fully Connected

The Base Station has a functional Internet connection. This is the desired normal operation state.

13. Base Station Partially Connected

If using Ethernet, the Ethernet cable is connected. If connecting to the Internet over USB, the PC software is communicating with the Base Station.

14. Base Station Updating

DO NOT POWER DOWN OR DISCONNECT. Base Station will restart when update is complete.

LED Color reference

Green, Single Blink; Entire Rim

Green, Solid; Back Rim

Amber, Solid; Back Rim

Green, Blinking; Entire Rim

SNIF® Base Station State	LED Color reference
15. Tag Within Range Base Station is communicating with one or more tags.	Green, Solid, Front Rim
16. Base Station Needs To Be Configured Please run the SNIF Configuration Wizard to update the settings on your Base Station over USB. If you have not yet downloaded this application, you can find it at www.sniftag.com/download .	Green, Blinking, Rear Rim
17. Base Station Internal Error Try to reset by momentarily disconnecting power and USB. If the problem persists please contact technical support at www.sniftag.com/support .	Amber, Blinking, Rear Rim

care instructions

Important Notice: Do not wash the Tag under running water; it is splash resistant only. Water damage will void the warranty.

1. To clean, use damp cloth and wipe away dirt or dust.
2. Do not use any solvent-based cleaners with product; it may damage the plastic components.
3. Every SNIF® Tag ships with three rims and lenses, allowing for the opportunity to customize, but also to replace scratched or cracked rims. Additional rim and lens accessory kits are available at www.sniftag.com/shop.
4. Keep Tag on the collar or Base Station.

caution

1. This product constitutes a choking hazard; keep away from children under the age of three (3) years.
2. Notify your vet immediately if your dog ingests part or all of the tag; a punctured battery may have harmful or even fatal effects.
3. The SNIF® Base Station contains one (1) magnet; ingesting multiple magnets could lead to fatal injury.
4. The SNIF® Tag contains a Lithium Polymer Battery - please dispose of appropriately. Do not disassemble, puncture, or crush the tag enclosure or battery. Do not expose the Tag to excessive heat or open flame.
5. Never attempt to charge your SNIF Tag using equipment that does not bear an official SNIF logo or has not been explicitly approved by SNIF Labs, Inc. for this purpose.
6. Never attempt to use the SNIF Base Station to power any device that does not bear an official SNIF logo or has not been explicitly approved by SNIF Labs, Inc. for use with the SNIF Base Station.

FCC notice

Part 15.21

Changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

NOTE: The manufacturer is not responsible for any radio or TV interference caused by unauthorized modifications to this equipment. Such modifications could void the user's authority to operate the equipment.

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

1. Reorient or relocate the receiving antenna.
2. Increase the separation between the equipment and receiver.
3. Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
4. Consult the dealer or an experienced radio/TV technician for help.

This equipment is not for use in conjunction with other radio frequency transmitters.

RF safety compliance

In order to comply with FCC RF exposure requirements, a minimum separation distance of 0.377 mm must be maintained between the antenna and all persons during normal operation. Do not disassemble the SNIF® Tag to ensure this safe minimum separation distance.

antenna care/unauthorized modifications

Use only the supplied integral antenna. Unauthorized antenna modifications or attachments could damage the unit and may violate FCC regulations. Any changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

declaration of conformity

SNIF Labs declares that the above models of SNIF Tag and SNIF Base Station are compliant with the regulations below:

Manufacturers Name: SNIF Labs, Inc.
108 Lincoln Street
Boston Massachusetts 02111 USA

Type of Equipment: SNIF® Tag
Model Number: S5A001
FCC ID: VLFS5A001
IC: 7310A-S5A001
Year of Manufacture: 2007

Type of Equipment: SNIF® Base Station
Model Number: S5B001
FCC ID: VLFS5B001
IC: 7310A-S5B001
Year of Manufacture: 2007

software license agreement

CAREFULLY READ THE FOLLOWING TERMS AND CONDITIONS BEFORE USING THIS PRODUCT. IT CONTAINS SOFTWARE, THE USE OF WHICH IS LICENSED BY SNIF LABS, INC. ("SNIF") TO YOU, THE ORIGINAL END USER, FOR YOUR USE ONLY AS SET FORTH BELOW. IF YOU DO NOT AGREE TO THE TERMS AND CONDITIONS OF THIS AGREEMENT, DO NOT USE THE SOFTWARE. USING ANY PART OF THE SOFTWARE INDICATES THAT YOU ACCEPT THESE TERMS.

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no assignment; no reverse engineering

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limited warranty

SNIF warrants to you only that new SNIF branded products will be free from defects in workmanship and materials, under normal use, for one (1) year from the original purchase date. SNIF warrants to you only that the Software created by SNIF will perform in substantial conformance to their program specifications for a period of ninety (90) days from the date of original purchase. SNIF makes no warranty or representation that the operation of the products will be uninterrupted or error free, or that all defects in the Software will be corrected.

exclusions

This warranty excludes (1) physical damage to the surface of the product, including cracks or scratches on the outside casing; (2) damage caused by misuse, neglect, unauthorized attempts to open, repair, or modify the product, or any other cause beyond the range of the intended use; (3) damage caused by accident, fire, power changes, other hazards, or acts of God; or (4) use of the product with any device or service not provided by SNIF if such device or service causes the problem.

Any third party products, including software, included with SNIF products are not covered by this SNIF warranty and SNIF makes no representations or warranties on behalf of such third parties. Any warranty on such products is from the supplier or licensor of the third party product.

exclusive remedies

Should a covered defect occur during the warranty period and you notify SNIF, your sole and exclusive remedy shall be, at SNIF's sole option and expense, to repair or replace the product or software. If SNIF cannot reasonably repair or replace then SNIF may, in its sole discretion, refund the purchase price paid for the product. Replacement products or parts may be new or reconditioned or comparable versions of the defective item. SNIF warrants any replaced or repaired product, part, or SNIF Software for a period of ninety (90) days from shipment, or through the end of the original warranty, whichever is longer.

obtaining warranty service

You should refer to SNIF's website at www.sniftag.com for information on obtaining warranty service authorization. Methods for obtaining warranty service may vary depending on whether purchases were made from an authorized carrier or other provider of SNIF products, or SNIF directly. All requests for warranty service authorization must be made within the applicable warranty period. Dated proof of original purchase will be required. Products or parts shipped by you to SNIF must be sent postage-paid and packaged appropriately for safe shipment. SNIF is not responsible for products received without a warranty service authorization, which may be rejected. Repaired or replacement products will be shipped to you at SNIF's expense. All products or parts that are replaced become the property of SNIF. SNIF shall not be responsible for software, firmware, information, or memory data contained in, stored on, or integrated with any products returned to SNIF for repair, whether under warranty or not. The repair and replacement process for products or parts in locations outside of the United States will vary depending on your location.

warranties exclusive

The foregoing warranties and remedies are exclusive and in lieu of all other warranties, terms or conditions, express, implied or statutory, including warranties of merchantability, fitness for a particular purpose, accuracy, correspondence with description, satisfactory quality and non-infringement, all of which are expressly disclaimed by SNIF and its suppliers.

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Neither SNIF nor its suppliers shall be liable for incidental, consequential, indirect, special, or punitive damages of any kind, loss of information or data, loss of revenue, loss of business or other financial loss arising out of or in connection with the sale or use of this product, whether based in contract, tort (including negligence), strict product liability or any other theory, even if SNIF has been advised of the possibility of such damages and even if any limited remedy specified in this agreement is deemed to have failed of its essential purpose. SNIF's entire liability shall be limited to replacement, repair, or refund of the purchase price paid, at SNIF's option.

disclaimer

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compliance with the law

You agree to comply with all applicable laws and regulations of the various states and of the United States and other countries that relate to the products or this Agreement. The products are intended for purchase and use only in the United States. You agree and represent that

you are buying for your own internal use only, and not for resale. SNIF has separate terms and conditions governing purchase for resale. The hardware, Software, and technology provided to you are subject to the U.S. Export Administration Regulations and may be subject to similar laws, regulations, or requirements in other countries. You agree to comply with the U.S. Export Administration Regulations and such other laws, regulations, or requirements as may apply to your receipt, re-export and use of the hardware, Software, and technology provided to you. This provision shall survive the termination of this agreement.

term and termination

This License Agreement is effective until terminated. You may terminate it at any time by destroying the Software and documentation together with all copies and merged portions in any form. It will also terminate immediately if you fail to comply with any term or condition of this License Agreement. Upon such termination you agree to destroy the Software and documentation, together with all copies.

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subject to the terms of this License Agreement as specified in 48 C.F.R. 227.7202-3 of the DOD FAR Supplement ("DFAR") and its successors.

governing law

This License Agreement shall be governed by the laws of the Commonwealth of Massachusetts and by the laws of the United States, excluding their conflicts of laws principles. The United Nations Convention on Contracts for the International Sale of Goods (1980) is hereby excluded in its entirety from application to this License Agreement.

severability

In the event any provision of this License Agreement is found to be invalid, illegal or unenforceable, the validity, legality and enforceability of any of the remaining provisions shall not in any way be affected or impaired.

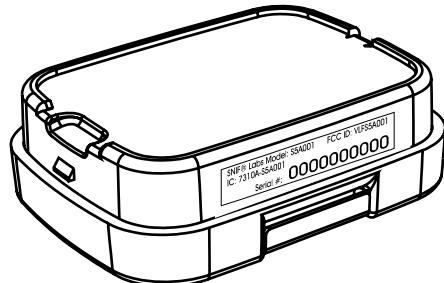
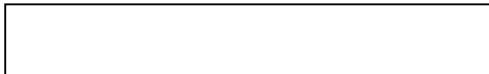
entire agreement

This License Agreement set forth the entire agreement between you and SNIF, supersedes all prior agreements, whether written or oral, with respect to the Software, and may be amended only in a writing signed by both parties.



important product information

Unique SNIF® Tag Serial Number



Unique SNIF® Base Station Mac Address &
Web Registration Code

