



# BIRD ALERT

BirdAlert, cutting edge Internet of Things (IoT) technology to detect and scare geese, rooks, gulls and starlings.



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**NEW AND  
IMPROVED**





## THE PROBLEM

Although birds can be beautiful to look at, they often cause significant damage to buildings and put the health and well-being of the public at risk. A birds appetite, faeces and noisy behaviour can result in considerable financial losses. Therefore, scaring birds away from a specific area can put your mind at ease and keep you legally compliant.

## TRADITIONAL PRODUCTS

Traditional methods for bird scaring often have a limited effect, usually caused by habituation. Birds quickly become accustomed to the used equipment that activates utilising a timer to scare birds. Within a week or two traditional scaring methods lose effect and have to be regularly moved to continue to be effective.

## THE SOLUTION

BirdAlert is developed explicitly to meet this challenge. BirdAlert combines modern IoT technology with time tested bird-scaring practices to ensure habituation is avoided.

BirdAlert monitors your site 24/7 using an advanced microphone system. When BirdAlert registers a specific nuisance bird in the area - it activates using one of the five input options. The recommended speakers have proven to be very effective, as they use a built-in library of distress calls targeted towards the particular species.

## HOW BIRD ALERT WORKS

1

The birds close in on the area with their characteristic calls, which are their unique acoustic fingerprints.

2

BirdAlert identifies the bird species before they land. Through built-in distress calls, BirdAlert makes them avoid the area.

3

BirdAlert analyses if the sought out effect is achieved, and if not, BirdAlert reactivates.



**RADIUS UP TO 250M**

## EVERYDAY USE

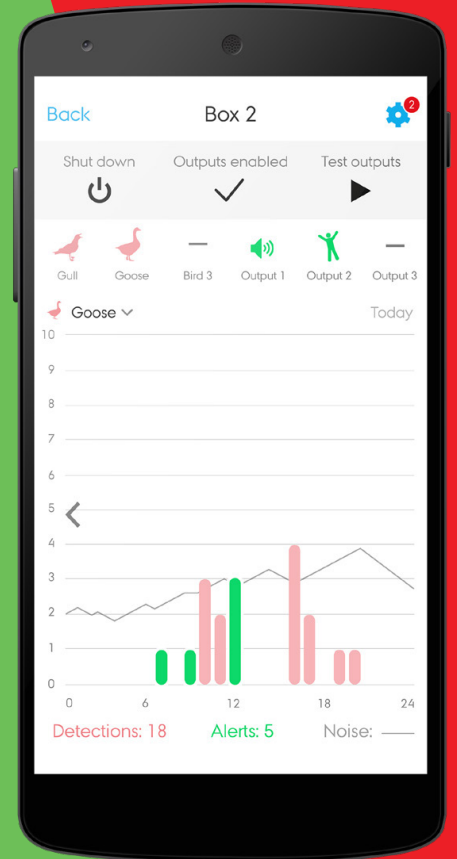
BirdAlert is placed in the wanted area and monitored through an online portal. BirdAlert will detect when the chosen birds are within a radius of up to 250 meters. BirdAlert is equipped with five sockets, allowing the customer to connect different scare tools. Including the recommended speakers, as well as a gas cannon, kite controller, eagle eye and scareman.

## ABOUT THE BOX

BirdAlert is carefully sealed and out of consideration to humidity, insurance, and lifetime should never be opened. Furthermore, the innovative technology is continuously updated with new software to retain the effectiveness of the system. Ensuring BirdAlert maintains its effect week after week, year after year.

## ONLINE PORTAL

BirdAlert comes equipped with an online portal, which acts as a single point to monitor the effectiveness of your investment. Your online portal observes what happens when you're not around. See how many times BirdAlert has activated and which species have been scared. No need for manual adjustments, once BirdAlert is setup; everything is done through the online portal. Truly digital bird control!



## BirdAlert 2.0

**60% LOWER  
POWER  
CONSUMPTION**

**100%  
RECYCLED  
PLASTICS**



## WHERE TO USE BIRDALEERT

BirdAlert is developed to detect and scare geese, rooks, gulls and starlings but experience shows that other bird species such as crows and jackdaws can be identified. This combination of bird species has resulted in various number of situations where BirdAlert can be used. For instance:



VEHICLE DEALERSHIPS



CORPORATE BUILDINGS



HOTELS



HOSPITALS



AIRPORTS



RECYCLING PLANTS



REFUSE TIPS



FARMS

## TARGET BIRDS



GULLS



STARLINGS



ROOKS



GEESE

# INPUT OPTIONS

## Speakers

Utilises the unique audio library of the box to scare away birds with their distress calls. The speakers can be set and play up to 120 dB. The built-in algorithm ensures that BirdAlert doesn't play the same sounds continuously but instead varies the sound to avoid habituation.

## Gas Cannons

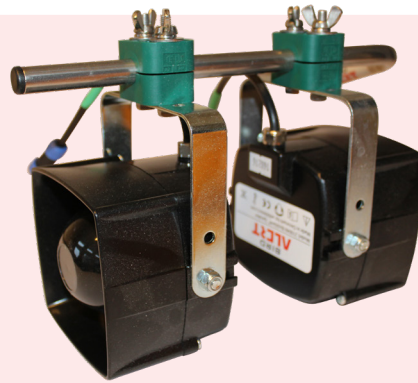
BirdAlert also works with different gas cannons and can control when these shall be activated to avoid habituation.

## Eagle Eye

Reflects the ray of the sun in a varied pattern to harmlessly deter birds from unwanted areas. The reflective surface sends beams around in a menacing pattern.

## Scareman

Suitable for low noise areas where traditional bird scaring creates an unacceptable disturbance. The Scareman has instant inflation for maximum scare potential.



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## TECHNICAL DATA

### USE:

BirdAlert comes with a build-in lead-acid 33Ah battery which can be attached to an optional solar panel, a 230V charger and a cable to charge from an external battery.

### MATERIALS:

BirdAlert is made in from recycled plastic, and the microphone is made of stainless steel. Both are robust and meant for outdoor use all year around.

### OPERATION:

The range of the microphone is up to 250 meters depending on the bird species and surrounding conditions. BirdAlert can be placed on awkward to reach areas as the online portal allows for remote control. Communication with the box is through a telecommunication network. BirdAlert's technology is continuously updated to ensure the longevity of the software.

**WEIGHT:** 15 kg

**DIMENSIONS WITHOUT MICROPHONE:** 30 cm x 25 cm x 20 cm

**DIMENSIONS WITH MICROPHONE:** 30 cm x 25 cm x 60 cm



# NOTES

*What species of pest bird is causing a problem?*

*What problem are the pest birds causing?*

*Are the birds nesting, roosting or overlooking a food source?*

*Where are the pest birds located?*



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