

Pet Tech

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The latest news, blogs, web sites, mobile apps, social media and other cool online stuff for pets and their wired pet parents

By Mayra Ruiz-McPherson

News

Realtor.com Signs On Scene-Stealing Dog "Otis" as Mascot

Having garnered web and media attention by appearing in nearly every photo of an apartment for rent in Chicago, Otis – “the scene-stealing dog” and Internet sensation who helps home seekers sniff out pet-friendly listings online – has now been signed by Realtor.com as the mascot for the company’s pet-friendly rental listings. Part of Otis’s salary will be donated to Chicago’s Almost Home Foundation, the shelter from which he was adopted.

PetMyWiener.com Announces "Rescue Tuesday" to Help Find Homeless Dachshunds a New Home

This new and exciting program launches with a Dachshund named Bella who is available through All American Dachshund Rescue (AADR). Every Dachshund featured on "Rescue Tuesday" will also be posted on PetMyWiener's Facebook page, which is currently over 11,000 members strong. The goal is to bring awareness to Dachshunds in need and help any way possible. Learn more at www.PetMyWiener.com.

Web

MyPetsOnTime.com

I came across this extremely cool online pet care management tool, MyPetsOnTime.com, which will be launched soon (no release date is provided at the time of this writing). The application caters to pet owners who want to stay better

organized with their pet-related services (walkers, groomers, vets, etc.) and treatments. MyPetsOnTime.com can keep track of veterinary, grooming and other appointments along with medical records and also issues reminders so pet owners don't forget.

Swifto.com

Swifto, a New York City-based marketplace for dog walking, brings a very technology-oriented approach towards its services. Swifto provides clients with the ability to view the route of their walker on a live map through an internal GPS tracking mobile application. The Swifto GPS tracking app sends clients a text at the beginning and at the end of a walk, a photo along the way, and allows owners to track a walker's progress on a live map of Manhattan as the walker progresses through the route! The dog walking service is doing so well, it plans to expand to Boston by the end of the year, and both Chicago and San Francisco in 2014. Maybe they'll continue expanding and end up in the Washington DC metro area by 2015? We'll have to see!

YouMustLoveDogsDating.com

Dog owners actively dating can now find potential love matches using the newly launched dating site, YouMustLoveDogsDating.com! 'You Must Love Dogs Dating' is aimed exclusively at single dog-owners and will connect like-minded singles with a passion for their pooches. This unique service was designed to enable singles with a passion for dogs to share their enthusiasm for 'man's best friend' with others and help them find singles who share their interest. Membership is only \$19.95 per month.

Mobile

CritterKin

CritterKin, a crowdfunded mobile app presently under development, is being created to teach kids the joys and responsibilities of pet care and ownership. The app developers have partnered with their local Society for the Prevention of Cruelty to Animals (SPCA) to make sure kids aren't just entertained by the app; they'll also be educated. The app's developers are creating CritterKin because too often, pets are returned as a result of their new owners not being quite ready or not taking the time to get to know their new family member before bringing them home. If you'd like to help fund CritterKin's development, you can contribute at Kickstarter.com.