AQUATIC WARNING SYSTEM

seneye

UK Retail 2012

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our aim

Revolutionise keeping fish by allowing people to dramatically reduce fish death. seneye have developed solutions which allows fish keepers to truly understand what happens inside their aquarium, monitoring harmful parameters which aren't detectable to the human eye. Using a seneye device can dramatically improve the frequency, accuracy, sensitivity, and robustness of water sensing to ensure that fish and corals do not just survive but they thrive. The multi-patent pending technology is completely automated, doesn't adversely affect the aquatic life, is easy to install and simple for customers to use.

SAVING FISH FROM

- Filter crashes
- New tank syndrome
- Sudden pH changes
- Failing or incorrect lights
- Aquarium, Pond or filter leaks
- Broken heaters or chillers

email and mobile alerts with tips & personalisable website

find out more about each of the seneye range

why seneye?

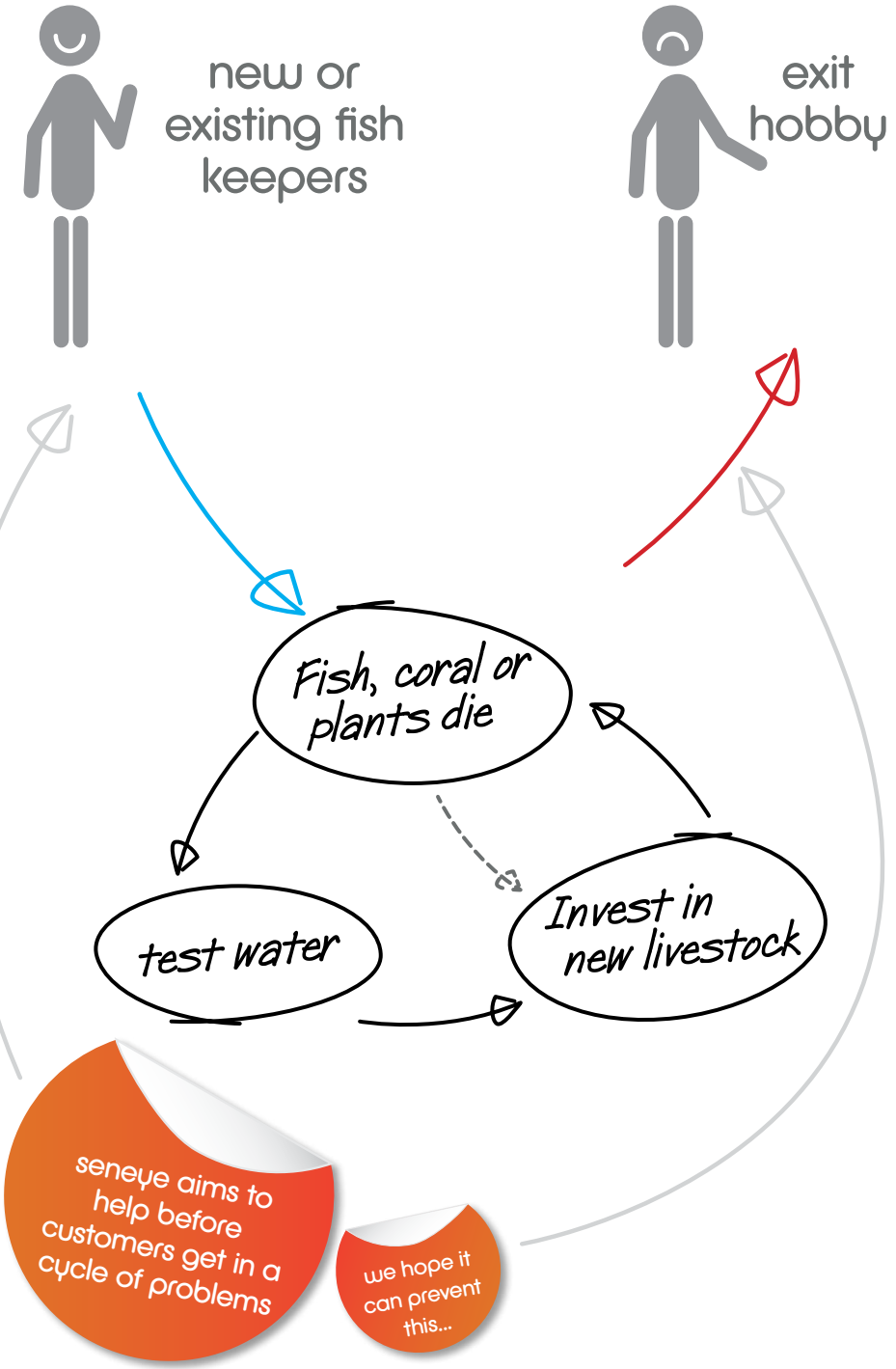
Gladly the days when fish were simply viewed as disposable objects are long gone; things are progressing and we continue to see positive changes in ethics and laws protecting animals. At seneye we believe that too many fish are needlessly lost in captivity and that through technology and knowledge these can be greatly reduced.

Consumers often enter a cycle of failure, especially in new, but all too frequently in mature aquaria as well. Often confused and thinking they did something wrong means they exit the hobby too quickly. The world of fish retailing is more challenging than it should be due to this avoidable cycle of failure.

Let's get analytical. seneye devices monitor life critical parameters and delivers tailored advice when needed. It's time to make a stand and increase consumer success along with the survival rates of captive fish and corals.

It's time to join the revolution.

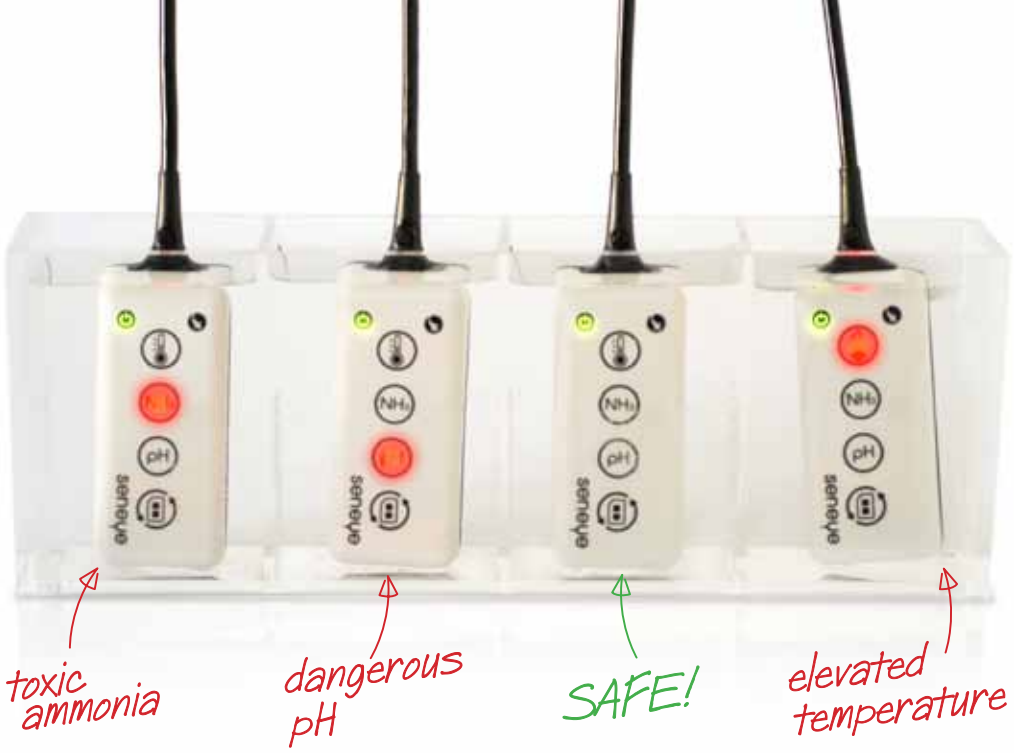
the seneye team



..if you can't see
which one is safe...

four lots of water

..get a seneye
to see for you



find out more about why your customers need seneye

Click links or scan to see our videos

Great to use instore!

seneye HOME

save your fish

With a seneye Home it's now possible for even the most inexperienced fish keeper to be successful and become an expert. Automatic monitoring with a seneye Home can save fish from the devastating effects of ammonia poisoning, as well as from harmful swings in pH and temperature. The intelligent software can alert the user via email and sms, so customers can relax in the knowledge that seneye is watching their aquarium

features

- Automatically tests multiple life critical parameters
- Works with all aquariums: coldwater, tropical and marine
- Constantly watching your aquarium, 5600 readings per month
- Customisable alerts, directly to e-mail and SMS
- Straightforward advice

Easier and cheaper than traditional test kits!

seneye monitors

- free ammonia (NH3)*
- pH*
- temperature
- water level monitor
- light monitoring

* Requires seneye+

package includes

- seneye home device
- 1 months seneye+
- suction cup

Ref: SEN000039

seneye+

The disposable seneye+ slide measures pH and Nh3 and simply needs replacing each month for accurate and reliable readings .

The free ammonia (NH3) sensor allows for detection of this highly toxic gas at very low levels. The pH sensor allows for monitoring of your aquarium or pond water between 6.4 and 9. This range is ideal for most aquatic life and by monitoring this range increased accuracy has be achieved.

Other parameters can be monitored with the seneye without the seneye+

System requirements:
- Windows PC with a wired or wireless network and TCP/IP protocol, Windows XP, Vista 32-/64-bit, Windows 7 32-/64bit.
- Full speed USB 1.0 port
- Minimum 1Ghz processor and 128mb RAM
- Internet Browser: Internet Explorer 7.0+, Firefox 3.0+, Safari 3.0+
- Download of seneye connect application required from seneye.com

seneye
POND

ideal for koi

Ever had a customer lose a Koi but they didn't know why? Have your customers had their pond leak, but found out too late? seneye Pond makes it easy for them to monitor their pond and protect their fish. It can guard fish from the devastating effects of ammonia poisoning, as well as harmful swings in pH and temperature. The Intelligent software automatically monitors the pond day and night, alerting the owner before there is a problem—the ultimate in stress-free fish keeping. Place directly in a filter or float it in a pond. Use the Active Extension accessory and increase the cable length to a massive 17.5m.

features

- Automatically tests multiple life critical parameters
- Works with all aquariums: coldwater, tropical and marine
- Constantly watching your aquarium, 5600 readings per month
- Customisable alerts, directly to e-mail and SMS
- Straightforward advice

Easier and cheaper than traditional test kits!

seneye monitors

- pond leak monitor
- free ammonia (NH3)*
- pH*
- temperature
- light monitoring

* Requires seneye+

package includes

- seneye pond device
- pond float
- 1 months seneye+

Ref: SEN000042

seneye+

The disposable seneye+ slide measures pH and Nh3 and simply needs replacing each month for accurate and reliable readings .

The free ammonia (NH3) sensor allows for detection of this highly toxic gas at very low levels. The pH sensor allows for monitoring of your aquarium or pond water between 6.4 and 9. This range is ideal for most aquatic life and by monitoring this range increased accuracy has be achieved.

Other parameters can be monitored with the seneye without the seneye+

System requirements:
- Windows PC with a wired or wireless network and TCP/IP protocol, Windows XP, Vista 32-/64-bit, Windows 7 32-/64bit.
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- Download of seneye connect application required from seneye.com

seneye REEF

includes light meter

Monitors LUX, Kelvin and PAR

personalised reef dashboard

Are your customers' corals not as vibrant as they expect? Have you heard about their aquarium crashing unexpectedly? Now with the seneye Reef they can continuously monitor and analyze key life-critical parameters in their saltwater aquarium to ensure that their corals and fish thrive. Customers can automatically receive alerts before conditions become toxic, giving them time to fix the problem without losing fish. The integrated PAR, LUX, and Kelvin meter allows them to ensure that their lighting conditions are optimal, so their corals thrive and appear vivid.

features

- Automatically tests multiple life critical parameters
- Works with all aquariums: coldwater, tropical and marine
- Constantly watching your aquarium, 5600 readings per month
- Customisable alerts, directly to e-mail and SMS
- Straightforward advice

Easier and cheaper than traditional test kits!

* Requires seneye+

seneye monitors

- free ammonia (NH3)*
- pH*
- light monitoring
- temperature
- water level monitor
- LUX (lx)
- (PAR)
- kelvin (K)

package includes

- seneye reef device
- pond float
- 1 months seneye+

Ref: SEN000048

seneye+

The disposable seneye+ slide measures pH and Nh3 and simply needs replacing each month for accurate and reliable readings .

The free ammonia (NH3) sensor allows for detection of this highly toxic gas at very low levels. The pH sensor allows for monitoring of your aquarium or pond water between 6.4 and 9. This range is ideal for most aquatic life and by monitoring this range increased accuracy has be achieved.

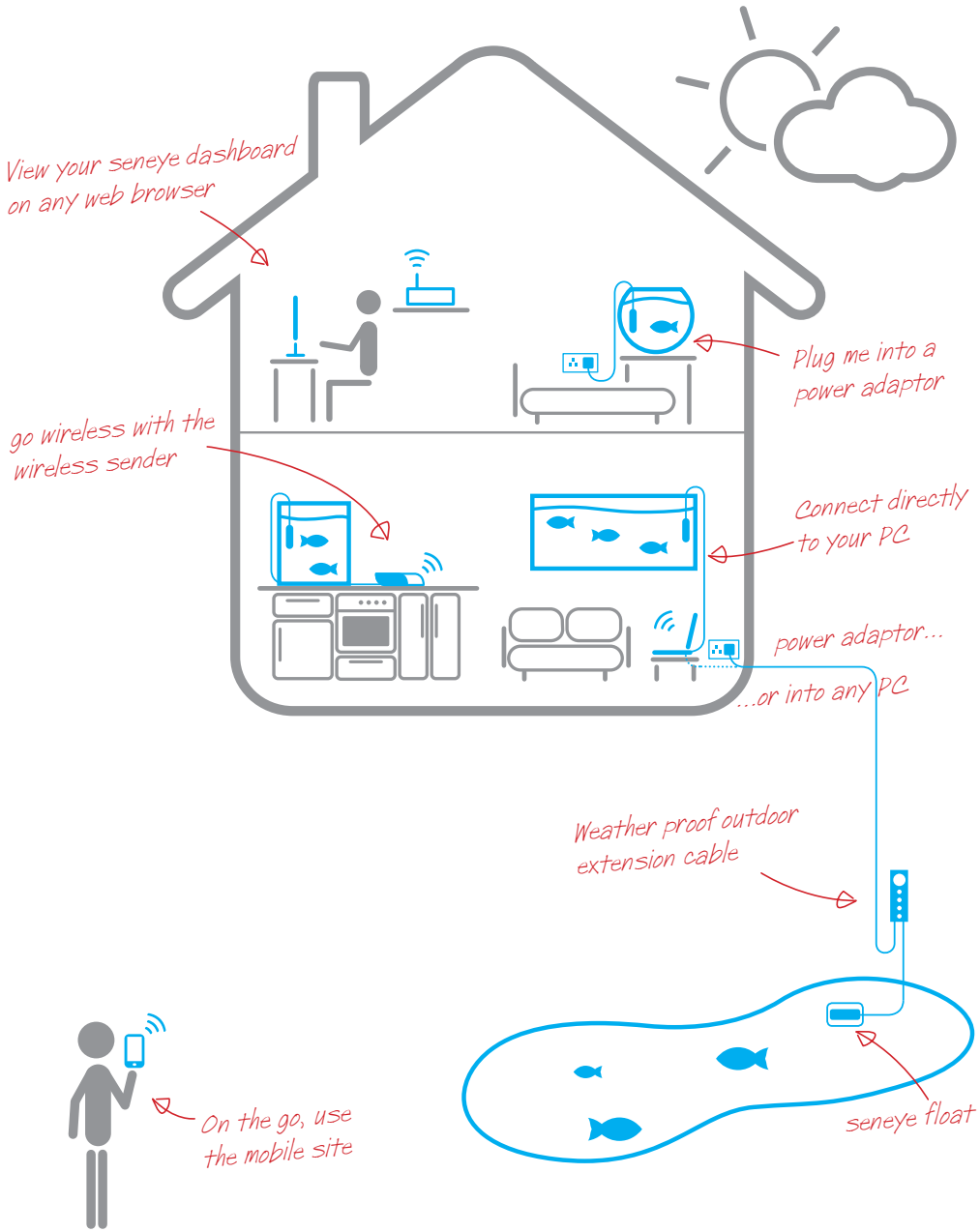
Other parameters can be monitored with the seneye without the seneye+

System requirements:
- Windows PC with a wired or wireless network and TCP/IP protocol, Windows XP, Vista 32-/64-bit, Windows 7 32-/64bit.
- Full speed USB 1.0 port
- Minimum 1Ghz processor and 128mb RAM
- Internet Browser: Internet Explorer 7.0+, Firefox 3.0+, Safari 3.0+
- Download of seneye connect application required from seneye.com

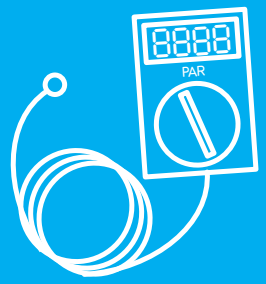
advert examples

download from seneye.com/retail

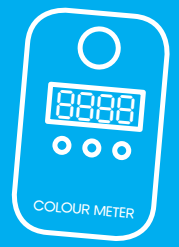
multiple connections with seneye



seneye replaces



PAR Meter
£300

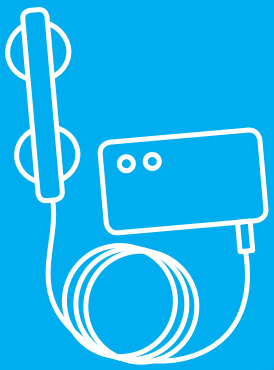


LUX & Kelvin Meter
£600

pH Probe
£50

Thermometer
£25

NH3 Ammonia meter
£1,195+



water level detector
£25

TOTAL £2,195+

all this data, but how does it help?

seneye buzz
trade response

"I can tell a customer that I have it myself, they know they can trust the product more as I wouldn't have it if it wasn't good"
Maidenhead store manager

seneye could be the most important launch of 2011
pfkeditor Jeremy Gay

"sets a new bar for aquarium monitoring"
Reefbuilder.com

"It's been a while since I've so eagerly anticipated a product release and have began to rearrange the budget to make a purchase the day the monitor goes on sale."
Marine-Engineers.org

"The whole thing seems incredibly good value, well thought out, a truly innovational product"
Practical fish keeper magazine

"seneye will become as common a name among enthusiasts as Vortech"
Marine-Engineers.org

pbwnews

"this is a cost-effective way to keep constant tabs on any aquarium or pond"
Pet Business World Magazine

"Recently the seneye monitor has taken the reef scene by storm, and I know a lot of people are excitedly awaiting it to hit the market"
Marine-Engineers.org

"seneye is going to be one of the most highly recommended and bought products after it's launched in a couple of weeks."
ultimatereef.com

CORAL
"Looks like a fantastic product"
Coral Magazine

Pet Product Marketing
TOP LAUNCHES OF THE YEAR

seneye

It's been a problem that has plagued fish-keepers since time immemorial – keeping fish alive and thriving. However, UK company seneye says that it has found the solution, at a price that means everyone can protect their fish. Its revolutionary patent-pending products constantly monitor, among other parameters, free ammonia (NH_3), pH, water level, temperature and light levels. The sophisticated software analyses the results, and can even pre-warn owners before a dreaded aquarium crash and the related loss of life. Three versions are available – Home, Pond and Reef – and all are incredibly easy to use: just drop them into water and, when connected to a PC or power adaptor, they will automatically take over 5,600 readings per month.

ALF Ltd • 0845 838 0981 • www.seneye.com

seneye buzz
customer response

"fantastic product"
Paul

Thanks again for the quick response. Great product by the way.
Regards Gary

"cool uploading information now so I am happy"
James

Liam Bolland
now i just need other big players in the marine world to listen to what us as consumers say.
near Lancashire

"This is a great monitor that will probably be in most peoples equipment lists soon"

"Yes, that looks amazing! I want one of these at least."

Paul70

Fish Crazy

...want to keep a close eye on my parameters I feel the price is worth paying.

I have found the seneye to be more accurate than my api test kit... I am inclined to believe my seneye device over the liquid kit. It also shows my feeding cycle as it picks up the ammonia spikes.

I am a sucker for gadgets and details so that is why I got my seneye.

If you decide to take the plung I doubt you will be disappointed with the product and it's detail.

editorial example

competition example

start stocking today
merchandiser deal

buy individually or our great value merchandiser

Includes:
- 7x seneye REEF
- 5x seneye POND
- 3x seneye HOME

Accessories:
- 2x USB Power Adaptors
- 3x Floats
- 2x USB Extender (2.5m)
- Sales POS Pack

Includes:
- 14x seneye POND
- 1x seneye HOME

Accessories:
- 1x Active Extender (15m)
- 2x Floats
- 2x USB Power Adaptors
- Sales POS Pack

Includes:
- 11x seneye REEF
- 4x seneye HOME

Accessories:
- 3x Floats
- 2x USB Power Adaptors
- 2x USB Extender (2.5m)
- Sales POS Pack

free POS pack
increasing your sales

why not show our videos in store

aquarium sticker
Place on your fish house aquariums, as well as any empty aquariums in the shop which are for sale. This will answer your customers questions about why they would want a seneye in their aquarium and what it does.

'add a seneye' sticker
Place sticker on complementary high-end products (such as heaters, coolers, pumps lighting and filters) to make your customers ask about the product.

product awareness cards
Slip the card into the bags of customers to promote what seneye can do for them.

empty point of sale boxes
Place on your till counter or around the store, pushes the product and a good way for people to handle the box, without disappearing stock.

seneye leaflets
Explains more about seneye, plus it's something they can take away.

seneye online dashboard
Show your customers what they will see when they get home and start using their seneye, by simply visiting: www.seneye.me/home

seneye
USB POWER ADAPTOR

This seneye USB Power Adapter is a compact power adapter that offers flexibility for customers who don't wish to have their seneye device constantly connected to a PC.

Use this convenient USB adapter to power the seneye Home, Pond or Reef whenever it's not connected to a computer. When powered by the USB Power Adaptor readings are stored ever hour and warning lights are displayed on the on the seneye device if the water parameters are toxic. Simply reconnect the seneye device to a PC, which has the seneye connect application installed, and all stored readings are automatically uploaded into the customers seneye.me personal dashboard. Information uploaded to the website is immediately graphed and advice displayed.

features

- Connects directly to all seneye devices
- Convenient USB-based adapter allows the seneye devices to work without being connected to a PC, test results are stored in device memory.
- Plugs into a wall outlet
- Requires no other connector or cable
- Compatibility: with other USB devices

Ref: SEN000045

UK plug shown

Compatibility
seneye Home, seneye Pond, seneye Reef, compatible with other USB devices

What's in the Box?
seneye USB Power Adapter

Product Description
Use the seneye device without a PC. This convenient USB Adaptor powers the seneye device allowing it too internally store readings every hour. Any readings stored on the seneye device are automatically uploaded to the customers personal seneye.me website whenever it is reconnected to a PC which has the seneye connect application installed.

seneye
FLOAT

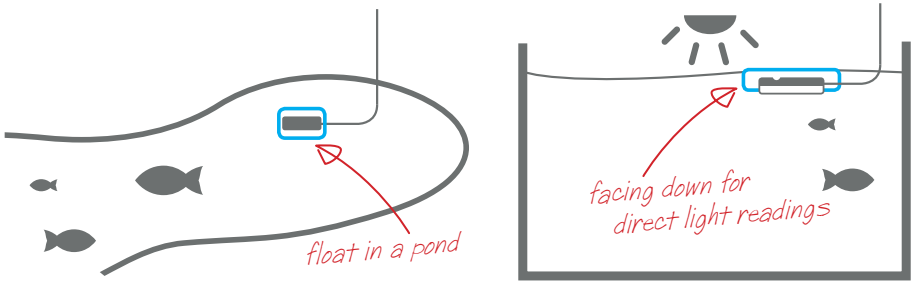
This seneye Float allows for the any seneye device to be floated in a pond, aquarium or sump. The seneye float offers flexibility for customers who do not wish to use the sucker to attach the seneye device.

When tethered, via the USB cable, the seneye device in the Float can be used as a leak detector. When the water level drops the tethered device, once out of water, can warn the owner*. When used in an aquarium the seneye device can be positioned in the float with the light sensor facing upwards allowing for constant direct light readings to be performed. The seneye float can also be used in an aquarium sump if they owner doesn't wish to constantly see the warning lights on the device.

features

- Use with all seneye devices
- Suitable for pond, sump or for direct continuous light readings
- Attached USB cable to side of a pond and still use the device as a level meter
- Weatherpoof construction for long life

Ref: SEN000044



Compatibility
seneye Home, seneye Pond, seneye Reef

What's in the Box?
seneye Float

Product Description
This convenient Float is designed for use in pond, aquariums and sumps. The product can allow for easy floating of the seneye device in a pond. When the seneye device is placed in the Float with the light sensor facing upwards constant direct light measurements can be taken.

* seneye+ and Internet connection required.

seneye

USB EXTENSION CABLE (2.5m)

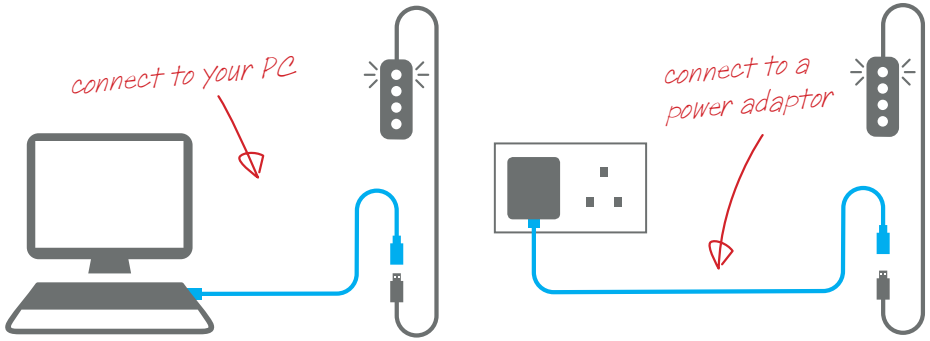
Now you can connect your seneye device to your PC, or power adaptor, up to 5m from your aquarium and enjoy error-free data transmissions. The Hi-Speed USB 2.0 Extension Cable helps you achieve maximum performance from your seneye USB device.

Our quality cable is constructed to be 100-percent compliant with current USB specifications. It's hot pluggable and can also be used with any other USB device.

features

- Use with all seneye devices
- Increase range by additional 2.5m
- Connect directly to a PC or to a USB Power Adaptor
- Suitable for indoor use only

Ref: SEN000066



Compatibility
seneye Home, seneye Pond, seneye Reef, compatible with other USB devices

What's in the Box?
2.5m black USB extension cable

Product Description
This seneye USB extension cable allows the cable length of the seneye device to be increased by an additional 2.5m, totalling 5m

accessories

seneye

ACTIVE USB EXTENSION CABLE (15m)

The seneye Active USB extension is designed to allow cable lengths over and above the usual USB maximum limit. This active cable amplifies the signal from the seneye device, carrying the signal an additional 15m. With USB 2.0 data speeds up to 480Mbps, the seneye Active USB extension are designed to allow full-speed connections with error-free transmission.

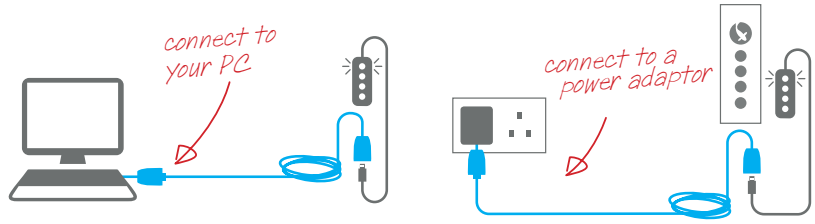
The seneye Active Extension Cable uses active electronics to sustain the data signal, so you can connect the seneye device to your PC (or USB Power Adaptor) from an additional 15 meters away. Standard (passive) USB extension cable connections can cause significant data loss over distances of more than 6 meters. The uniquely designed weatherproof cover ensures that the connection between the seneye device and the Active Extension Cable is protected from the harsh environment, allowing the device to be used outdoors.

The seneye Active USB Extension will also work with other USB 2.0, 1.1 and 1.0 equipment.

features

- Use with all seneye devices
- Increase range by 15m
- Connect directly to a PC or to a USB Power Adaptor
- Suitable for indoor and outdoor use

Ref: SEN000067



Compatibility
seneye Home, seneye Pond, seneye Reef

What's in the Box?
15m Extension cable, Outer weatherproof cover, Electronic Active Relay

Product Description
This seneye USB Active extension cable allows the cable length of the seneye device to be increased by an additional 15m, totalling 17.5m. The outer weatherproof protective cover ensures that the connections remain dry and can remain outside.