



Camicoo

FREE GUIDE · 8 PAGES

GPS tells **where.** Not *how.*

What a tracker measures, what it misses, and why health is a separate layer.

A tracker like Tractive or Fi tells you **where** your dog is. Camicoo tells you **how** he's doing. Two different questions, two different sensors. This guide explains why you need both -- and why Camicoo is *not* a GPS tracker.



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What's in this guide

An honest comparison between GPS trackers and health collars -- without putting competitors down, and without pretending Camicoo is a tracker. Because it isn't.

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What a GPS tracker does well

For specific risks, a GPS tracker is irreplaceable. Let's be honest about when a tracker is the right choice.

WHERE TRACKERS SHINE

Location on escape. If your dog runs from the yard, pushes open the gate, or disappears on a walk -- a real-time position is essential. Tractive, Fi Series 3, Invoxia deliver this within seconds.

Virtual fence. Define a safe zone (yard, park). Get an alert the moment your dog leaves it -- practical for dogs who love adventure.

Distance and walk tracking. How far did the forest loop go? How many metres walked today? Trackers log this on a map.

Lost mode. Finders can scan a QR/NFC tag to contact you. Tractive's 'Pet Finder community' also pings nearby app users.

Who really needs a GPS tracker?

Huskies, hounds, Border Collies, rescue dogs with uncertain recall, dogs living rurally with few fences -- for these groups, a tracker is often **the first thing to buy**. Not Camicoo.

But once your dog is safely home -- what then? A tracker isn't designed for that question.

What a GPS tracker can't measure

Location is one dimension. Health is another. The sensors that measure each are fundamentally different.

GPS TRACKER KNOWS

- Position on a map
- Route and distance covered
- Zone crossings
- Tracker battery status
- General activity minutes

GPS TRACKER DOESN'T KNOW

- Skin temperature
- Sleep quality
- Bark behaviour (type / trigger)
- Early signals of illness
- Rest vs. stress movement

Why 'activity minutes' aren't enough

Most GPS trackers count *steps* or *active minutes*. That's a simplified signal: every step weighs the same. A calm morning walk and panicked pacing in the kitchen look identical to a GPS tracker.

A **health collar** measures not only *that* your dog moves, but *how*. The Bosch BMI270 sensor in Camicoo recognises motion patterns: rest, walking, running, trembling, pacing. That nuance is what makes a 7 or 30-day trend useful.

EXAMPLE: THE 'GOOD WEEK'

Tractive dashboard: 'This week 4% more active minutes than last week.' What you don't see: your dog paced at night, which inflated the activity count. A sleep and behaviour signal would catch that immediately.



CHAPTER 03 · HONEST

Camicoo is **not** a GPS tracker

This is important. We're not building a second Tractive. We're building the layer that sits alongside it.

WHAT CAMICOO DOES NOT HAVE

No GPS chip. The collar cannot locate your dog. If he escapes, a tracker is irreplaceable here.

No SIM connection. Camicoo uses Bluetooth Low Energy (BLE 6.0) to talk to your phone. No monthly tracker-SIM fee for GSM data.

No virtual fence. No zone alerts. No 'Live Tracking' with positions every 5 seconds.

"A GPS tracker answers: where is my dog? Camicoo answers: how is my dog doing? Two different questions, two different sensors."

Why this is more honest

There are plenty of products that try to do everything and end up doing little well. We made a choice: we measure continuously on the skin (temperature, activity, bark behaviour) and use that data to help you know your dog before something goes wrong.

If you also need location certainty -- and that need is real -- then **GPS tracker + Camicoo** is the complete solution. Not either/or.

The **how** layer

This is what Camicoo measures continuously -- the layer GPS trackers don't touch.

±0.1°C

TEMPERATURE

6-axis

MOTION SENSOR

7

BARK CATEGORIES

SKIN TEMPERATURE (MAX30208)

A medical-grade sensor (MAX30208, ±0.1°C accurate) against the skin captures subtle temperature changes. Early inflammation, brewing infection, or heat stress -- all visible days before you see clinical symptoms.

MOTION PATTERNS (BOSCH BMI270)

Not just 'steps'. A 6-axis IMU distinguishes walking, running, resting, trembling, and pacing. 30-day trends surface declining active time before you notice -- often the first sign of joint pain or discomfort.

BARK AI (ON-DEVICE)

7 bark categories: alert, anxiety, play, demand, pain, boredom, greeting. Important: raw audio **never** leaves the collar. The AI runs on the chip (LiteRT). Only classifications reach the cloud. GDPR-safe.

CHAPTER 05

Which combination fits you?

Honest advice. Your situation decides what you need.

SITUATION	SETUP
Dog with strong prey drive or escape history, living rurally	GPS tracker + Camicoo. Location is the first priority, health the second layer.
Dog in apartment / fenced yard, barks sometimes, 'how is he actually doing?'	Camicoo only. Location isn't a risk, health is the main question.
Young dog, very active, not fully trained, home with a garden	Both. Tracker for the first 1-2 years (yard escape risk), Camicoo for health.
Senior dog, rarely outside, regular vet visits	Camicoo only. Tracker adds little, health is the whole story.
Multi-dog household, mixed breeds	Tracker where location needs it (varies per dog) + Camicoo for all dogs.

"GPS for where. Camicoo for how. Which you pick depends on the biggest uncertainty you have today."



NEXT STEP

What does **your** dog need?

Take the free wellbeing check (12 questions, ~3 minutes).
Get an instant score and find out whether Camicoo fits
your situation.

[Take the wellbeing check](#)

camicoo.com/pages/wellbeing-check

[Or reserve your Waker spot directly](#)

camicoo.com/pages/waker · EUR 59.95 · 500 spots

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TECHNICAL SPECIFICATIONS

Bosch Sensortec BMI270 6-axis IMU datasheet · Analog Devices (Maxim) MAX30208 $\pm 0.1^{\circ}\text{C}$ digital temperature sensor · Nordic Semiconductor nRF54L15 Bluetooth 6.0 MCU · On-device bark AI: LiteRT (Google, formerly TFLite Micro)