

## Fact Sheet

### **Clever Dog Toy - Touchscreen device for the cognitive training of dogs**

The underlying technology is based on many years of research at the Clever Dog Lab of the University of Veterinary Medicine Vienna. It is a touchscreen-based learning unit that are not only suitable for automated scientific research about the intelligence of dogs, but also to playfully employ the animal while counteracting cognitive aging.

The dog "plays" or trains on a special apparatus with built-in touchscreen. As soon as he pokes the right solution to a problem on the touchscreen with his nose, he automatically receives a small reward from a spatially separated feed dispenser. The problems automatically adapt to the learning progress of the dog and remain varied and interesting thanks to a broad and growing number of new tasks and games.

The market for intelligent dog toys is growing. According to Euromonitor, spendings on pets rose by 45% in Germany alone from 2008 to 2017 and in Austria it averaged over € 400 per dog in 2018. Although the share of the durable goods market is still small, a 2018 study published by Packaged Facts shows that the market share of "smart pet products" is growing strongly.

The "Clever Dog Toy", which in addition to the mere activity and the playful element also promotes the mental development and stimulation of the dog (brain jogging) is new worldwide. However, the special equipment developed purely for research is not suitable for households and not suitable for mass production. Therefore, we are currently developing a prototype of the "Clever Dog Toy", a household toy for the intelligent employment of domestic dogs in co-operation with [FOTEC](#) in Lower Austria.

**Link to Youtube video**



**Link to press release Vetmeduni**



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