

nabd

POWERED BY  Ducere

Equine Heart Rate Monitor



3X FASTER
READINGS



MEDICAL GRADE
ACCURACY



CONNECTED
VIA BLUETOOTH®



www.ducere.io/nabd

Optimize your horse's performance & improve training efficiency.

PRODUCT SPECIFICATIONS

- I SYSTEM COMPONENTS
- II THE EQUINE HRM
- III MOBILE APP

THE EQUINE HRM (LITE)

An accurate heart rate monitor specially designed for horses. Optimize and keep track of your horse's performance with this wireless digital tracker in minimal contact time.



THE EQUINE HRM

2.1 WHAT'S IN THE BOX



EQUINE HEART RATE
MONITOR

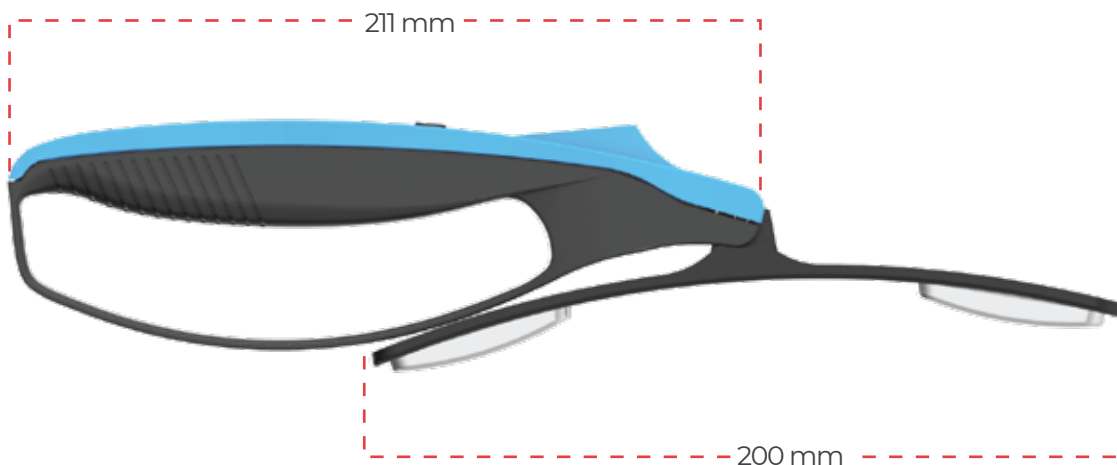
USER GUIDE



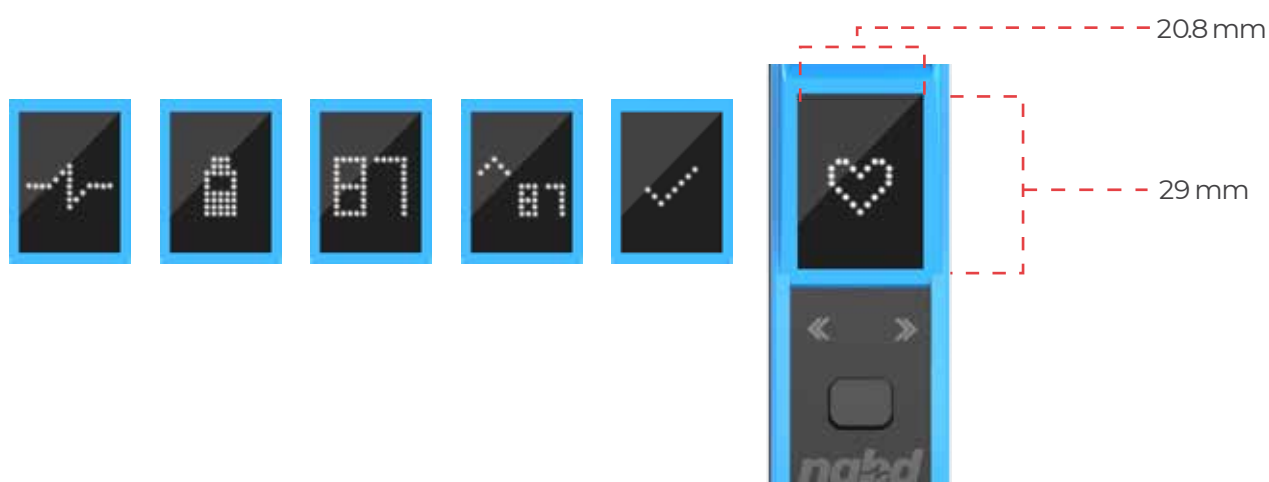
MAGNETIC CHARGING CABLE

2.2 FORM & DIMENSIONS





DEVICE SCREEN DIMENSION









2.3 CHARGING

MAGNETIC CHARGER

The mechanism features a magnetic charging port on the device itself to charge it. Estimated charging time is 2.5 hrs.



2.4 MATERIALS & COLORS

DEVICE ELECTRODE	MATERIAL: Aluminium	EXISTING COLORS: 
DEVICE ARM	MATERIAL: ABS Plastic, TPU	EXISTING COLORS: 
DEVICE HANDLE	MATERIAL: Silicon Grip Coating ABS Plastic, TPU	EXISTING COLORS:    

AVAILABLE IN 4 COLORS



2.5 ELECTRONICS SPECIFICATIONS

Bluetooth: Classic Bluetooth & BLE

Battery: Lithium Polymer Rechargeable

Charging: Magnetic charger

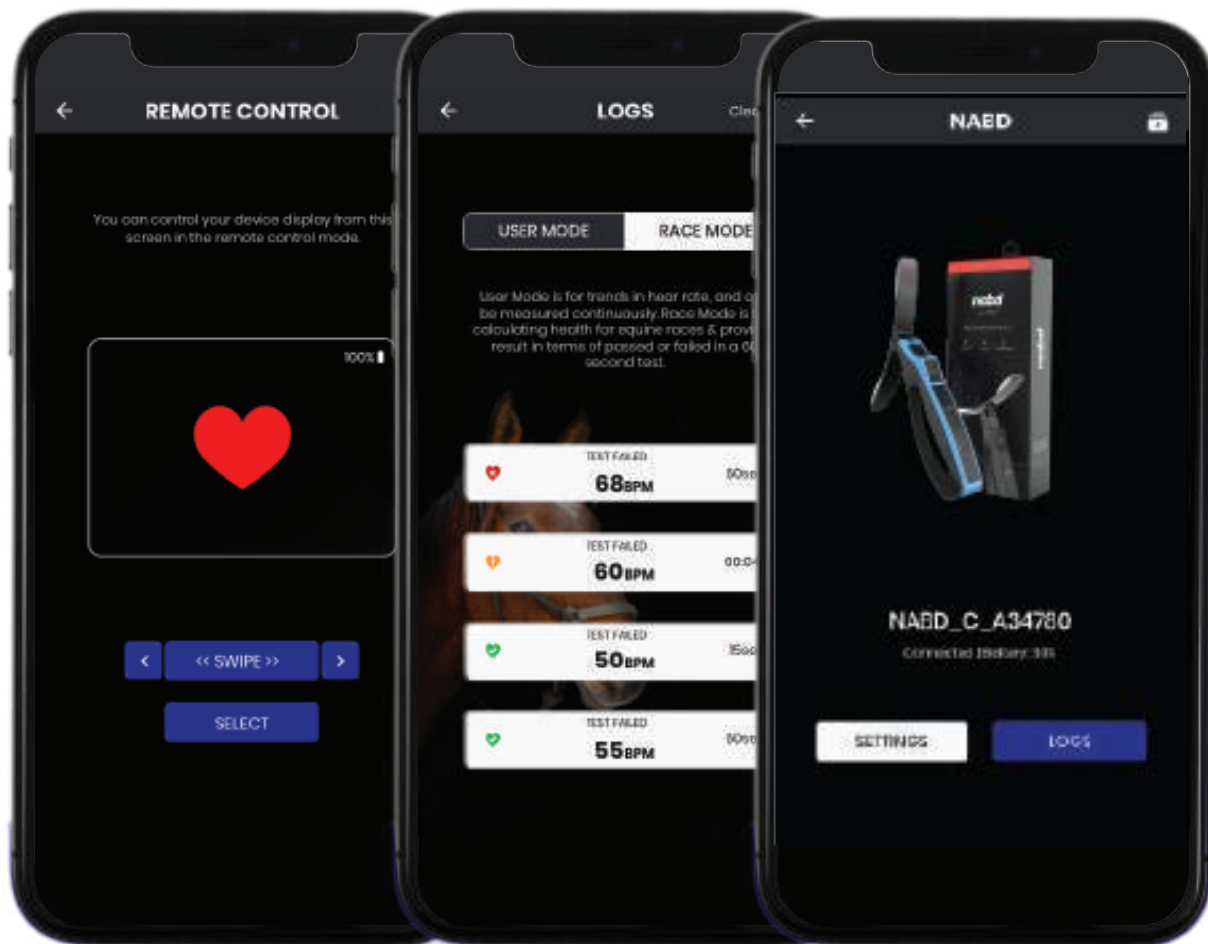
Battery Life: Up to 10 days on a single charge

THE MOBILE APPLICATION

MOBILE APP MAIN FEATURES

- > Connect and Sync Nabd Device Logs
- > View & Edit Device Settings
- > Remote Control the Device
- > Mirror the Device Screen on the Mobile App

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ABOUT DUCERE

BACKGROUND

Ducere Technologies Pvt. Ltd is a wearable & IoT startup recognized for launching the world's first haptic navigation footwear, **Lechal** (www.lechal.com). Established in 2012, in Hyderabad, Ducere is one of the first wearable & IoT companies in India. Today, Ducere's team consisting of engineers, designers & developers has shipped smart products to over 70 countries. Ducere has also developed various other innovative and smart connected products for consumers as well as other international firms belonging to health & fitness, aviation, retail, hospitality & recreation industries.

OUR CORE CAPABILITIES

Research & development

Tinkerers
Dreamers
Go-getters
Pioneers
Path breakers
Prodigies

Product design

Industrial designers
Footwear designers
Product stylists

Product engineering

Product design engineers
Digital visualizers
CAD modellers
Mechanical engineers

Firmware & hardware development

Hardware engineers
Firmware developers
Hardware interaction developers
Algorithm engineers

Software development

Interaction designers
Android developers
iOS developers
Backend & frontend web developers
User experience designers
Data & analytics

Visual communication & marketing

Sales & marketing
Graphic designers
Animators
User interface designers

Manufacture & operations

Assembly line
Procurement & logistics
Quality assurance

Ducere has the capability to take products from an idea to mass production



Ducere is proud to have our very own **assembly line**. The manufacturing and assembling of all our products happen in-house. Over 75% of our assembly line employees are differently abled, making our hiring and manufacturing process **sustainable & inclusive**.



AWARDS

AXA HealthTech & You
2019

NASSCOM EMERGE 50
2016

Businessworld
**Young Entrepreneur
of the Year**
2015

Gartner
"Cool vendor"
2015

Frost & Sullivan
Innovation Award for
Wearable Technology
2014

REC@NNET
challenge
2014

**MIT Innovation
of the Year**
2012

"Ducere Technologies is the company responsible for placing India on the world map for wearable technology."

- Frost & Sullivan, 2014

PRESS

Mashable

GIZMODO

FORTUNE

the gadgeteer

TE

THE WALL STREET JOURNAL

**Bloomberg
Businessweek**

REUTERS

NEW YORK POST

Esquire

TIME

Inc.

THE HUFFINGTON POST

Stuff

c|net

**BUSINESS
INSIDER**

**CHICAGO
BUSINESS JOURNAL**

EXTREME TECH

BW | BUSINESSWORLD

FAST COMPANY

CLIENTELE

AARP

SAMSUNG

DrScholl's

BAYER

meydan

MasterCard

HI-TEC

**ROYAL
ENFIELD**

BENTLEY

GREATSPORTS
SPORTS FASHION AND LIFESTYLE

OUR PRODUCTS

LECHAL Line of smart footwear



Smart insoles, that trim to fit any size, slide into almost any closed shoe



A partnership with Hi-Tec to create co-branded outdoor shoes



A line of casual and sports shoes for men and women, designed in-house



These handy buckles lace up with almost any shoe



Smart Watch

Bone conduction, answering phone calls, navigation and much more



Fitness Band

A line of customizable and stylish fitness bands



Tracking + Payment band

Real-time location tracking and detailed analysis



Asset tracking

Smart asset tracking solution based on BLE+ RFID



Smart Card

For a smart and hassle-free boarding and travel



Smart Wallet

Money and card tracker integrated with biometric security



Baggage Tag

Technology that tracks your bags and provides bag-on-belt alerts



Equine HRM

Heart Rate Monitor for Equine Endurance Race applications

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 **Ducere**

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