

# **nabd**

POWERED BY  Ducere

# Equine heart rate monitor



3X FASTER  
READINGS



MEDICAL GRADE  
ACCURACY



CONNECTED  
VIA BLUETOOTH®



[www.ducere.io/nabd](http://www.ducere.io/nabd)

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# Optimize your horse's performance & improve training efficiency.

## PRODUCT SPECIFICATIONS

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

# THE EQUINE HRM

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

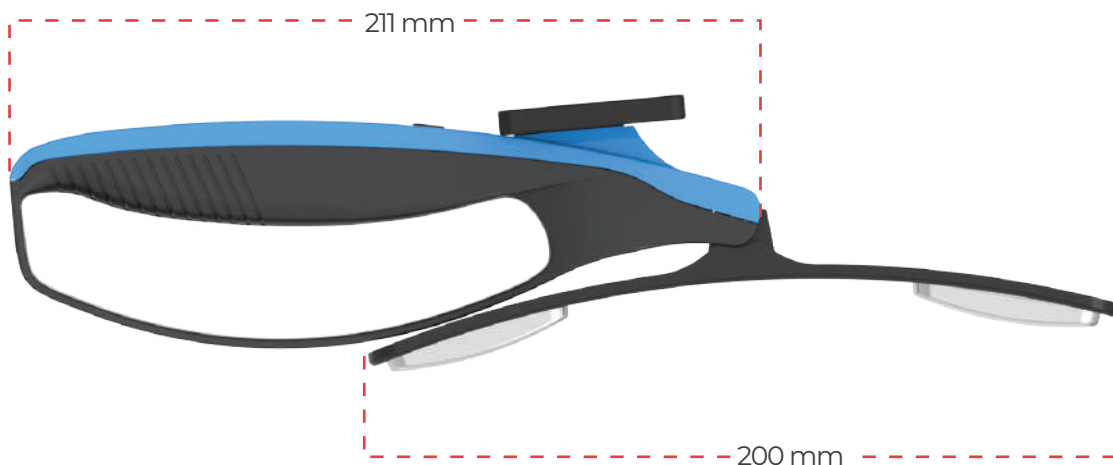
USER GUIDE



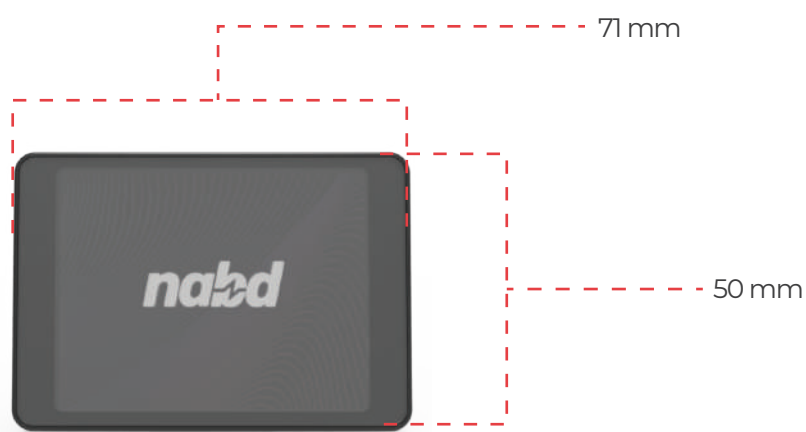
MAGNETIC CHARGING CABLE

## 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 MATERIAL & COLORS

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

AVAILABLE IN 4 COLORS



## 2.5 ELECTRONICS SPECIFICATIONS

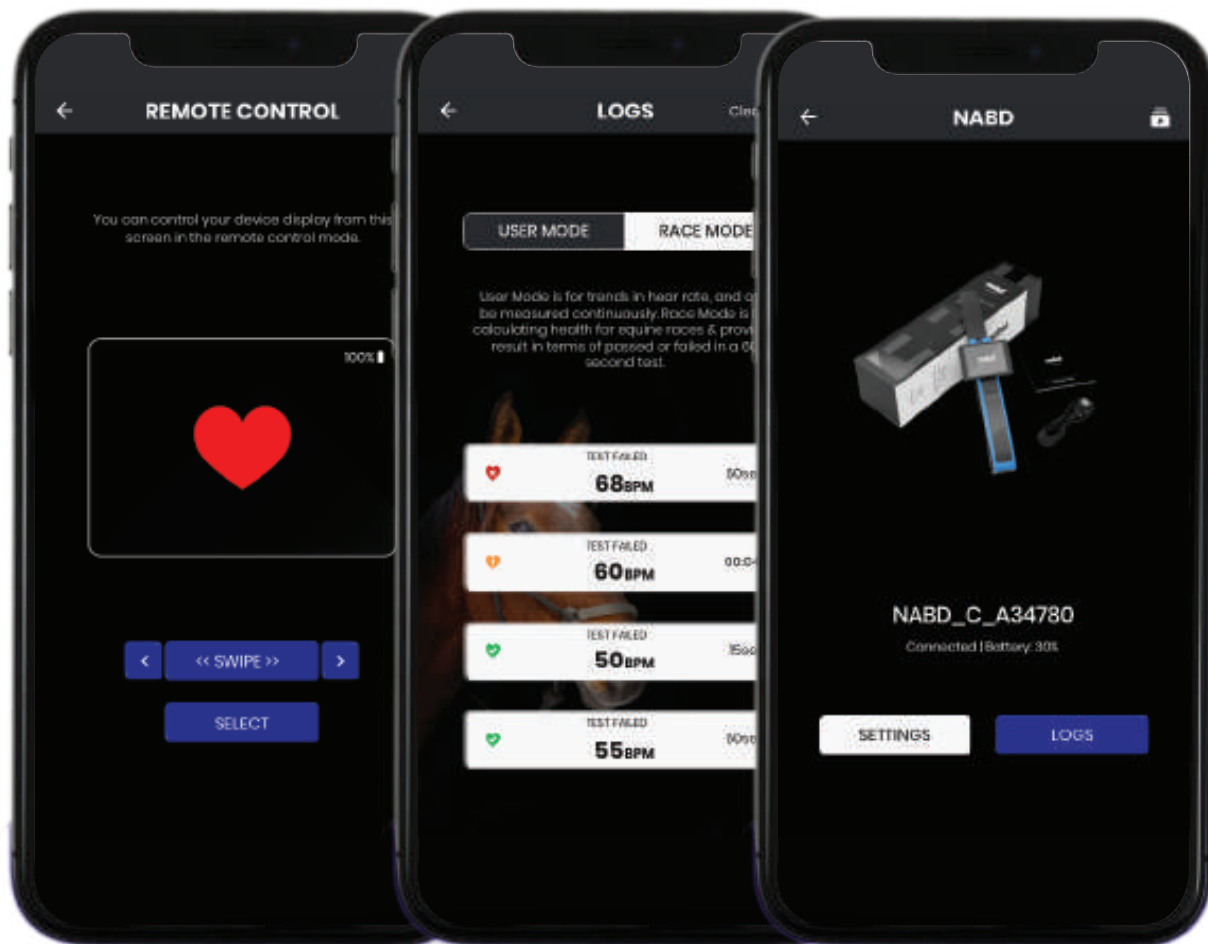
Bluetooth: Classic Bluetooth & BLE Battery:  
Rechargeable (2600 mAh)  
Charging: Magnetic charger  
Battery Life: **Lasts 30 days on a single charge**

# 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

***nabd***





# PRODUCT UNIT PRICE

( EX - WORKS HYDERABAD EXCLUDING ALL TAXES )

F O R H R M D E V I C E

RETAIL  
PRICE

**USD \$250** PER UNIT

**For sales, distribution or bulk corporate orders contact us via:**

Email: **sales@ducere.io**

Phone: **+1 703 955 4805 (US)**

**+91 703 223 0119 (India)**

Whatsapp: **+91 703 223 0119**

**For more information, visit [www.ducere.io/nabd](http://www.ducere.io/nabd)**

# 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](http://www.lechal.com)). Established in 2012, in Hyderabad, Ducere is one of the first wearable & IoT companies in India. Today, Ducere's with its team of 120 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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