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## **Aridus launches a crowdfunding campaign for a climate controlled pet house**

New York, New York - September 16, 2016 - Aridus, a new hardware startup has begun their crowdfunding campaign for a climate controlled pet house at Indiegogo. They call this Aridus Den. “A den protects, both from their predators and from the harsh climate.” Said the founder and designer Adrian Song. He came up with the original idea by seeing what his cat and dog do while he was at work through a home security camera.

“They just sit and wait. They don’t play with their toys, or chase each other like they do while I’m there. The only thing they do is moving from spot to spot, looking for a warmer or cooler place. I feel discomfort when the temperature is not right for one minute. Nine long hours a day, they wait, not being able to control an air conditioner or a heater.”

Aridus Den features fully autonomous control with sensors that detect ambient temperature and the temperature of the bed. Further, it knows the occupancy of the animal and learns the pattern to save energy. Plugging in the power is the only thing required to do, and Aridus Den even takes the weight of the animal to adjust the strength of heating and cooling. Peak power is around 40 watts, and idling consumes almost none so using this the entire day consumes less than using a 60 watt incandescent bulb for three hours a day, claims the manufacturer.

“I know a lot of people leave the house with the air conditioning on for their pets. Then it has to change the temperature of the air for the entire volume of the house, and if you think, working hours usually match when the sun is the hottest

so your cooling energy bill is mostly spent to cool the air that will never touch the pets.”

Aridus Den uses conductive heating and cooling with thermoelectric module so it doesn't use air as the medium. It takes over 8000 times the energy to heat air compared to the same amount of aluminum, so heating and cooling a thin panel of aluminum is much more effective. “And the knobs, well, are not designed for animals” explaining that automating the control is the only way to make them truly comfortable.

Another environmentally friendly feature is that it doesn't use a refrigerant gas like an air conditioner or a refrigerator. When it leaks, the gas is hazardous to humans and animals, and they pollute the air to create effects like ozone holes.

“For the animals, an abrupt fan noise can be a dealbreaker. Think of how many animals overreact to a vacuum or a washing machine.” Said Adrian, explaining why they had to make the product to cool and heat in near-silence. There is no moving part, as the smallest fan noise could resonate inside the sphere. “And being an all-seasoned dwelling as opposed to a temperature-specific pet house like a cooling gel or a furry winter house, it helps the pet to develop a sense a private space as their own. Imagine you moved every three to four months, you won't feel like home anywhere.”

The most compelling feature for human might actually be the ear accessories. There is a pair of cat ears and a pair of rabbit ears, that magnetize anywhere on the top portion of the sphere so they can be moved around to make the product even more adorable.

The seating pad's cover is removable, too. Here's Helen, the designer for the soft goods' take. “Pets shed, they carry crumbs and bacteria, so we made the cover to be easily washed and replaced. I used to buy a new soft house every few months because they were impossible to clean thoroughly.” Adding one more feature to minimize the environmental footprint.

Aridus Den is being crowdfunded for the next 30 days at Indiegogo. We hope that they succeed for our four-pawed friends' sake. At least, their video is pretty fun to watch, with Toto as the main actress, the cutesy white Maltese that sparked the founder's mind to create all that.

Aridus Den: Climate controlled pet house

Indiegogo

<https://igg.me/at/aridusden>

Website

<http://www.aridusden.com>

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