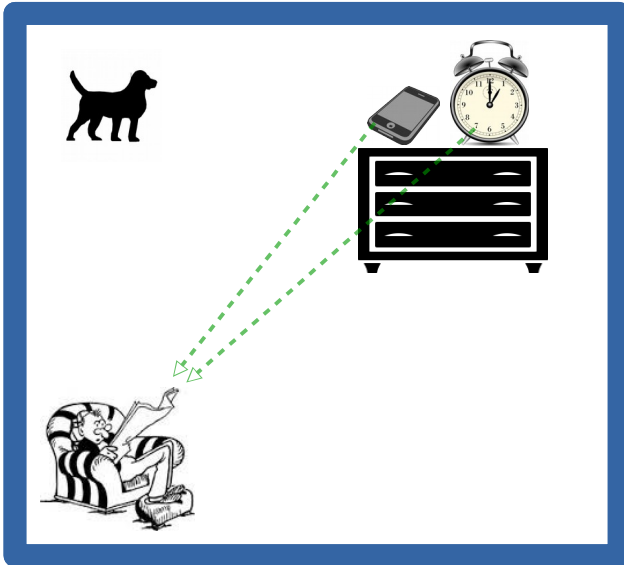


Is hearing "direction" the same as echolocation?

The short answer is no! Directly hearing direction is a small part of echolocation. What makes echolocation special is a bit more complicated.

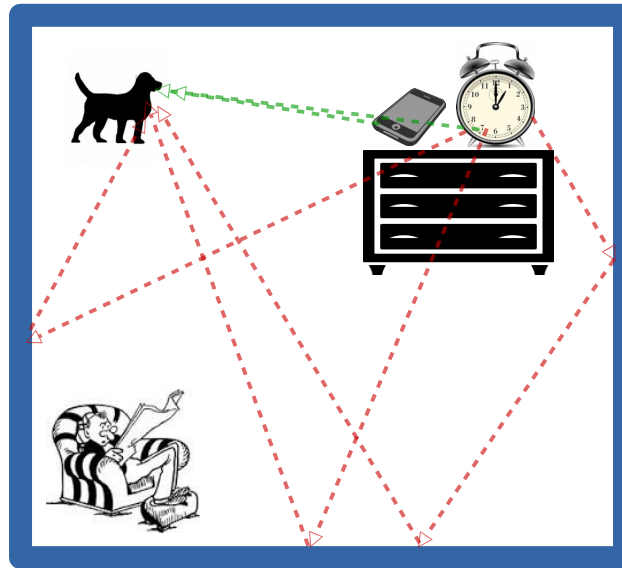
Here is a couple examples!



You are sitting in a room. In that room is you, a dog, and a dresser. On the dresser are an old fashioned ticking clock and a cell phone. When the lights go out you know where the clock is because you can hear it's direction. If the cell phone rings you will know where that is the same way...you can "hear" the direction. It is not difficult to hear direction if both ears are working. You can hear the direction, but you and I don't get much **more** information.

The situation with the dog is different.

The dog will hear the direct sound AND many reflections coming from every surface.



You know where the clock is in the dark. If the cell phone rings you know where it is as well. The dog hears both direct sound and the reflected. Having the facility for echolocation, the dog also "**decodes**" the reflections to know where the walls, dresser and even where you are! **Echolocation is the ability to turn reflected energy into information you can use!**

BlindSight units for canines (dogs) and canids;
pulse frequency = 25khz, No significant energy is allowed at any frequency above 50 khz.
Pulse width <= 0.001 seconds/pulse
Pulse Type = Complex 3 phase pulse
NOTE: BlindSight technology allows no power to be wasted on out of band emissions

Please visit jordycanid.com or call 540-808-0640 for more info.

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BlindSight®

3D Imaging SONAR Emitters for Dogs and Horses

"A Return to Confidence"



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BlindSight®

What is it?

The BlindSight units are 3D imaging SONAR emitters. SONAR works by the principal known as “echolocation”.

What is “echolocation”?

“Echolocation” Is the act of determining distance and direction between objects using reflected sound. Other attributes of an object may also be determined, such as size and even surface texture. [To see how this works see the back of this brochure.](#)

How does using echolocation benefit an animal?

The use of “echolocation” can benefit an animal by providing relative location, distance and other information This is information NOT affected by a lack of light. [Currently, the BlindSight units and technology are the only substitute for natural sight!](#)

I can hear direction. Is that “echolocation”?

As a human you could hear a ticking clock and know where in the room it is. A dog can hear the same thing and the reflections tell the dog the dimensions of the room as well as the location of the clock within the room. As a group, primates, including humans, lack this ability.

I have heard that some people can do this?

There is a blind man named Daniel Kish. Daniel Kish has taught himself echolocation and he has taught some others. Although ANY ability in this area is of benefit to blind people, humans lack some basic abilities in this area that prevent them from ever equaling the dog or horse. Also, humans lose their ability to hear higher frequencies as they get older, This severely limits their ability echolocate as they grow older. Dogs frequently keep their high frequency hearing throughout their life. Overall, some humans may learn some echolocation, but the best humans can do does not come close to what the average dog can do.

What about horses?

That dogs could do this was really a no-brainer. Any nocturnal predator HAS to be able to use his ears in subtle and sophisticated ways. Horses are prey animals and were an experiment. Frankly we were surprised they could make such good use of the technology. There are differences between the dog and horse units. The BlindSight-E horse unit makes a very distinct sound that humans can hear. In fact, to humans the horse unit sounds quite loud. The BlindSight units for dogs use ultrasound and are mostly in-audible.

[For how this works see the back of this >>](#)

Jordy Canid Inc

To select a BlindSight unit for your dog or horse use the “BlindSight Selector” on our web site or call for assistance in selecting the proper unit.



Left:
Charlie with
BlindSight-B



Above:
LuLu with
BlindSight-
Charlie

Right:
Solstice with
the 1st
BlindSight -E

