

MARKETING MEMO



July 23, 2015

New Product Announcement

TT™ 15 mini Dog Device Alpha® 100/TT 15 mini Bundle

Introducing the new TT 15 mini track and train dog device, now available individually or bundled with our Alpha 100 handheld. Similar to the existing TT 15 dog device, TT 15 mini works with Alpha 100 and Astro® 320 (tracking only) handhelds¹, but is smaller and lighter weight with neck sizes as small as 9.5 inches.



TT 15 mini

Alpha 100/TT 15 mini Bundle

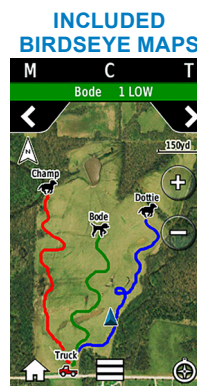
TT 15 MINI DOG DEVICE FEATURES:

NEW SMALLER PHYSICAL SIZE	Designed for smaller breeds measuring as small as 9.5" in neck circumference.
NEW LIGHTER WEIGHT	TT 15 mini is lighter in weight (7.5 oz) compared to the standard TT 15 dog device (10.0 oz).
NEW COLLAR SLEEP MODE	Allows you to save the battery life on your dog device by turning on the sleep mode feature from the handheld.
NEW 3/4" COLLAR STRAPS	Compatible with 3/4" polyurethane-coated nylon collar straps; multiple colors sold separately.
GPS/GLONASS	Top-mounted, high-sensitivity GPS and GLONASS receiver for increased signal reception.
VIBRATION	Activates vibration for training.
VIRB® CONTROL	Dog device can start or stop VIRB action camera's recording based on user command from Alpha 100 handheld.
ALPHA 100 OR ASTRO 320	Compatible with Alpha 100 or Astro 320 handhelds ¹ .
LONG & SHORT CONTACTS	Includes 2 lengths (long and short) of removable, stainless steel, insulated contact points for reliable performance in wet conditions and extended comfort for the dog.
STIMULATION/TONE	Train each dog separately with 18 levels of continuous and momentary stimulation or tone alerts. Traditional stimulation allows you to make quick changes (low, medium or high) within a predetermined stimulation level (1-6), whereas linear stimulation allows progressively more stimulation from levels 1-18.
LED BEACON LIGHTS	LED beacon lights on the dog device controlled by the Alpha 100 or Astro 320 handheld for low-light conditions or night use; visible up to 100 yards.
RESCUE MODE	Prolongs battery life by slowing down the rate at which it updates Alpha 100 or Astro 320.
BATTERY LIFE	Includes rechargeable, user-replaceable, lithium-ion battery pack that lasts from 16 to 30 hours per charge.
RUGGED/DURABLE	Tough, durable dog device with water rating of 1 ATM (10 meters) ² .

You will also receive the following features when you purchase the new Alpha 100/TT 15 mini Bundle.

ALPHA 100 HANDHELD FEATURES:

1-YEAR BIRDSEYE	Includes a 1-year subscription of BirdsEye Satellite Imagery, which allows you to have a better-than-real-life view of your surroundings. Simply download using BaseCamp™.
EMERGENCY ALERT	Ability to send your location with an emergency alert to other Alpha users within the area.
MULTI-DOG TRACKING	Track up to 20 dogs or fellow hunters when using additional Alpha 100 handhelds or TT 15 (standard and/or mini) dog devices (may also use T 5 dog devices for tracking only), each sold separately. Tracks from up to 4 miles (w/TT 15 mini or T 5 mini) or 9 miles (w/standard TT 15 or T 5) away, delivering their exact position as often as every 2.5 seconds.
PRELOADED MAPPING	Preloaded detailed TOPO U.S. 100K maps comparable to 1:100,000 scale USGS maps.
COLOR TOUCHSCREEN	3" color touchscreen display.
VIEW DOG STATS	Use the included electronic compass to measure each dog's speed, distance and the direction being traveled, plus receive notifications when your dog is on-point or treed; also includes barometric altimeter.
BASECAMP™	Free trip-planning computer software that lets you view and organize maps, waypoints, routes and tracks, plus create Garmin Adventures™ for sharing with friends, family or fellow explorers. Also lets you transfer an unlimited amount of satellite images to your handheld with your included 1-year BirdsEye subscription.



***IMPORTANT COMPATIBILITY NOTE:** TT 15 mini is compatible with both Alpha 100 and Astro 320 handhelds. TT 15 mini can be configured to operate with either handheld, but can NOT be operated with Alpha 100 and Astro 320 at the same time.




ALPHA 100 and TT 15 mini	Offers both tracking and training
ASTRO 320 and TT 15 mini	Offers tracking only (TT 15 offers both tracking and training; however, Astro 320 does <u>not</u> support training option)

PRODUCT COMPARISON:

Dog Devices	TT™ 15	TT 15 mini	T 5	T 5 mini
High-sensitivity GPS	•	•	•	•
GLONASS	•	•	•	•
Stimulation levels	•	•		
Tone	•	•		
Vibration	•	•		
LED beacon lights	•	•	•	•
Rescue mode	•	•	•	•
Range	9 miles	4 miles	9 miles	4 miles
Contact points (long & short)	•	•		
Includes extended range 22 1/2" antenna	•		•	
Made for smaller breeds, neck circumference as small as 9.5"		•		•
Total weight	10.0 oz	7.5 oz	9.3 oz	7.0 oz
VIRB® control	w/Alpha® 100 only	w/Alpha® 100 only	w/Alpha® 100 only	w/Alpha® 100 only
Top-mounted GPS antenna color	Black	Black	Orange	Orange
Water rating	1 ATM (10 m) ²	1 ATM (10 m) ²	1 ATM (10 m) ²	1 ATM (10 m) ²
Battery life	20-40 hrs	16-30 hrs	20-40 hrs	16-30 hrs
Battery type	rechargeable lithium-ion	rechargeable lithium-ion	rechargeable lithium-ion	rechargeable lithium-ion
Replaceable collar straps	1" collars	3/4" collars	1" collars	3/4" collars
Handheld compatibility	Alpha 100 or Astro® 320	Alpha 100 or Astro® 320	Alpha 100 or Astro® 320	Alpha 100 or Astro® 320

PRODUCT CONFIGURATIONS:

***IMPORTANT NOTE:** Current Alpha 100 and Astro 320 users must update software on handheld before using the new TT 15 mini or T 5 mini dog devices. Download free software update by visiting Garmin.com/express

TT 15 mini Dog Device 		Available: August 2015		Includes: TT 15 mini track and train dog device w/rechargeable Li-ion battery, 3/4" red collar strap, 18½" standard antenna, charge clip, AC adapter, vehicle power cable, contact point sets (long and short) w/wrench, manual	
Description:	Part number:	UPC:	MRP:	Net:	
TT 15 mini Dog Device	010-01486-00	753759145842	\$299.99 USD	\$269.99 USD	
Alpha 100/TT 15 mini Bundle 		Available: August 2015		Includes: Alpha 100 handheld w/rechargeable Li-ion battery, 1-year BirdsEye Satellite Imagery subscription, TT 15 mini track and train dog device w/rechargeable Li-ion battery, 3/4" black collar strap, belt clip, 5" standard & 13" extended range antennas (for Alpha 100), 18½" standard antenna (for TT 15 mini), charge clip, split adapter cable, AC adapter, vehicle power cable, USB cable, contact point sets (long and short) w/wrench, field bag, manual	
Description:	Part number:	UPC:	MRP:	Net:	
Alpha 100/TT 15 mini Bundle	010-01486-30	753759145897	\$799.99 USD	\$719.99 USD	
Alpha 100 Handheld 		Available: Now		Includes: Alpha 100 handheld w/rechargeable Li-ion battery, 5" standard & 13" extended range antennas, belt clip, AC adapter, vehicle power cable, split adapter cable, USB cable, manual	
Description:	Part number:	UPC:	MRP:	Net:	
Alpha 100 Handheld	010-01041-20	753759990282	\$599.99 USD	\$539.99 USD	

PHYSICAL SPECIFICATIONS:

TT™ 15 mini dog device

Unit dimensions (W x H x D):	3.1" x 1.8" x 1.4" (7.8 x 4.5 x 3.5 cm)
Weight:	Transmitter and antenna (w/o collar) = 5.6 oz (158 g) Total weight (w/collar) = 7.5 oz (212 g)
Battery:	16-30 hours; rechargeable lithium-ion pack (included)
Water rating:	1 ATM (10 meters) ²
Interface:	USB
Neck circumference:	minimum of 9.5" (24 cm)
Compatible collar straps:	3/4" (1.9 cm)
Handheld compatibility:	Alpha® 100 or Astro® 320 ¹

For physical specifications on the Alpha 100 handheld, please visit the [product page](#).

SHIPPING AND CASE PACK:

	TT 15 mini	Alpha 100/TT 15 mini Bundle
Gift box dimensions: (W x H x D)	9.5" x 7.8" x 3.2" (24.1 x 19.8 x 8.1 cm)	16.8" x 11.4" x 5.2" (42.7 x 28.9 x 13.2 cm)
Gift box weight:	1 lb, 8 oz (680 g)	5 lbs (2 kg)
Master carton dimensions: (W x H x D)	27.9" x 11.6" x 17.7" (70.9 x 29.5 x 45.0 cm)	27.9" x 12.9" x 17.7" (70.9 x 32.8 x 45.0 cm)
Master carton weight:	31 lbs (14 kg)	29 lbs (13 kg)
Master carton quantity:	18	5

PRODUCT COPY:

TT™ 15 mini Dog Device

Dog tracking and training device created for smaller breeds with lighter design and neck sizes as small as 9.5 inches. Compatible with both Garmin Alpha® 100 and Astro® 320 (tracking only). High-sensitivity GPS/GLONASS receiver with replaceable, rechargeable battery. Provides 18 levels of continuous and momentary stimulation, plus audible tone and vibration modes.

Alpha® 100/TT™ 15 mini Bundle

Alpha® 100 track and train system with TT™ 15 mini dog device allows you to work with smaller breed dogs or just lighten the load. Combines Garmin GPS tracking with Tri-Tronics® electronic dog training technology. Train your dog to stop chasing unwanted game from up to 4 miles away. Track and train up to 20 dogs/buddies with additional TT 15 and TT 15 mini dog devices (sold separately).

SOCIAL MADE SIMPLE:

Easily share TT 15 mini via social media with the prewritten posts below. Just add your image and link to the post and you are ready to go.



Introducing the TT 15 mini from @GarminFishHunt for small dogs. It has Collar Sleep Mode so you can save your battery. (Post with image)



Train your small dog with the new @GarminFishHunt (tag @GarminFishHunt) TT 15 mini. It has Collar Sleep Mode so you can save the battery life of the collar when it's not in use. Come by our store or check it out here: (Post with image)

MERCHANDISING:

T 5/TT 15 MINI LUG-ON KIT

SKU: M00-10529-00

Size: 4.22" x 2.56" (size of 1 lug-on)

Place lug-on on your Alpha or Astro Countertop Display (sold separately). Includes 1 T 5 mini lug-on and 1 TT 15 mini lug-on (pictured below on left). Lug-on comes with clip and can be inserted on top of Alpha or Astro Countertop Display (example pictured below on right).

LUG-ONS

LUG-ON INSERTED ON DISPLAY



TT 15 MINI DOG DEVICE DUMMY UNIT

SKU: M08-01486-00



T 5 MINI DOG DEVICE DUMMY UNIT

SKU: M08-01486-10



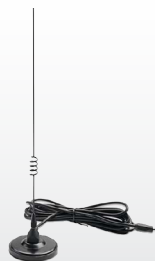
ALPHA 100/TT 15 MINI BUNDLE PACKAGING



TT 15 MINI DOG DEVICE PACKAGING



COMPATIBLE ACCESSORY OVERVIEW:



SKU 010-10931-00 UPC: 753759070670

MAGNETIC MOUNT ANTENNA

Powerful remote antenna magnetically mounts to your vehicle and connects to Alpha® 100 so you can track as you drive.

List price: \$39.00 Net price: \$23.40



SKU 010-11141-00 UPC: 753759082932

LONG-RANGE ANTENNA

This portable long-range antenna connects to Alpha 100 to extend tracking range when locating your dogs.

List price: \$69.99 Net price: \$38.49



SKU 010-11828-40 UPC: 753759148720

LI-ION BATTERY PACK (TT 15/T 5 MINI) NEW

Use this lithium-ion battery as a replacement or spare for your TT 15 mini or T 5 mini dog device.

List price: \$34.99 Net price: \$29.74



SKU 010-11962-10 UPC: 753759111021

FIELD BAG

Protect and transport handhelds, dog devices and accessories with this durable, zippered bag with orange interior and mesh pockets.

List price: \$32.99 Net price: \$28.04

BLACK 3/4" COLLAR STRAP (SQUARE BUCKLE)	010-11870-00	UPC: 753759998806	List: \$13.49	Net: \$11.47	3/4" (1.9 cm) polyurethane-coated black collar strap, 27" (68.5 cm) long with nickel plated square buckle.	
RED 3/4" COLLAR STRAP (SQUARE BUCKLE)	010-11870-02	UPC: 753759998813	List: \$13.49	Net: \$11.47	3/4" (1.9 cm) polyurethane-coated red collar strap, 27" (68.5 cm) long with nickel plated square buckle.	
ORANGE 3/4" COLLAR STRAP (SQUARE BUCKLE)	010-11870-03	UPC: 753759106041	List: \$13.49	Net: \$11.47	3/4" (1.9 cm) polyurethane-coated orange collar strap, 27" (68.5 cm) long with nickel plated square buckle.	
YELLOW 3/4" COLLAR STRAP (SQUARE BUCKLE)	010-11870-04	UPC: 753759116217	List: \$13.49	Net: \$11.47	3/4" (1.9 cm) polyurethane-coated yellow collar strap, 27" (68.5 cm) long with nickel plated square buckle.	
GREEN 3/4" COLLAR STRAP (SQUARE BUCKLE)	010-11870-05	UPC: 753759106058	List: \$13.49	Net: \$11.47	3/4" (1.9 cm) polyurethane-coated green collar strap, 27" (68.5 cm) long with nickel plated square buckle.	
BLUE 3/4" COLLAR STRAP (SQUARE BUCKLE)	010-11870-06	UPC: 753759998820	List: \$13.49	Net: \$11.47	3/4" (1.9 cm) polyurethane-coated blue collar strap, 27" (68.5 cm) long with nickel plated square buckle.	
BLACK 3/4" COLLAR STRAP (ROLLER BUCKLE)	010-11870-13	UPC: 753759127428	List: \$13.49	Net: \$11.47	3/4" (1.9 cm) polyurethane-coated black collar strap, 27" (68.5 cm) long with nickel plated roller buckle.	
RED 3/4" COLLAR STRAP (ROLLER BUCKLE)	010-11870-14	UPC: 753759127435	List: \$13.49	Net: \$11.47	3/4" (1.9 cm) polyurethane-coated red collar strap, 27" (68.5 cm) long with nickel plated roller buckle.	
BLUE 3/4" COLLAR STRAP (ROLLER BUCKLE)	010-11870-15	UPC: 753759127442	List: \$13.49	Net: \$11.47	3/4" (1.9 cm) polyurethane-coated blue collar strap, 27" (68.5 cm) long with nickel plated roller buckle.	
VEHICLE POWER CABLE	010-11872-00	UPC: 753759991180	List: \$21.99	Net: \$14.29	Charge or power your Alpha 100 or TT 15 mini on the go with this vehicle power cable.	
AC ADAPTER CABLE	010-11873-00	UPC: 753759991197	List: \$21.99	Net: \$14.29	Use adapter to charge your Alpha 100 or TT 15 mini by plugging into wall outlet.	
SPLIT ADAPTER CABLE	010-11828-01	UPC: 753759984472	List: \$12.71	Net: \$6.99	Allows you to recharge your Alpha 100 handhelds and TT 15 (mini or standard) dog devices at the same time.	
LITHIUM-ION BATTERY PACK (FOR ALPHA 100)	010-11654-03	UPC: 753759975517	List: \$29.99	Net: \$25.49	Use to charge your Alpha 100 handheld. Carry extras for extended outings.	
CHARGING CLIP (FOR TT 15 MINI)	010-11890-10	UPC: 753759122836	List: \$12.70	Net: \$10.79	Simply snap your TT 15 mini dog device to this charging clip when not in use to recharge battery.	
CONTACT POINTS KIT (FOR TT 15 MINI)	010-12180-03	UPC: 753759123383	List: \$12.49	Net: \$10.62	Kit includes removable, stainless steel short and long contact points and wrench.	
STANDARD ANTENNA (FOR TT 15 MINI)	010-11828-10	UPC: 753759108182	List: \$17.99	Net: \$11.69	Get clear signals while training your dog with this 18½" flexible VHF antenna.	
LONG-RANGE ANTENNA (FOR TT 15 MINI)	010-11828-11	UPC: 753759108199	List: \$19.99	Net: \$12.99	Increase your tracking range with this 22½" flexible, long-range antenna.	
STANDARD ANTENNA (FOR ALPHA 100)	010-10856-00	UPC: 753759068301	List: \$20.00	Net: \$11.00	Replacement antennas for your Alpha 100 handhelds. Includes 2 antennas.	
LONG-RANGE ANTENNA (FOR ALPHA 100)	010-10856-30	UPC: 753759979959	List: \$26.99	Net: \$17.54	13" flexible, long-range VHF antenna increases tracking range.	

For more information, please visit the [product page](#).

¹TT 15 mini is compatible with the Alpha 100 and Astro 320. TT 15 mini can be configured for operation with either handheld, but can NOT be tracked simultaneously by both the Alpha 100 and Astro 320.

²Withstands pressures equivalent to a depth of 10 meters. See [Garmin.com/waterrating](#) for more details.