



*JABATAN PERKHIDMATAN VETERINAR MALAYSIA*

## **LAPORAN LIPUTAN MEDIA**

**11 September 2017**

1. Smart vest turn stray dogs into Thailand's street guardians; The Star

OLEH:

**SEKSYEN KOMUNIKASI KORPORAT DAN ANTARABANGSA  
BAHAGIAN PERANCANGAN  
JABATAN PERKHIDMATAN VETERINAR MALAYSIA**

MEDIA CETAK		MEDIA ELEKTRONIK	
<input type="checkbox"/> BERITA HARIAN	<input type="checkbox"/> THE MALAY MAIL	<input type="checkbox"/> BERITA HARIAN	<input type="checkbox"/> THE MALAY MAIL
<input type="checkbox"/> UTUSAN MALAYSIA	<input checked="" type="checkbox"/> THE STAR	<input type="checkbox"/> UTUSAN MALAYSIA	<input type="checkbox"/> THE STAR
<input type="checkbox"/> SINAR HARIAN	<input type="checkbox"/> KOSMO	<input type="checkbox"/> SINAR HARIAN	<input type="checkbox"/> KOSMO
<input type="checkbox"/> HARIAN METRO	<input type="checkbox"/> NEW STRAIT TIME	<input type="checkbox"/> HARIAN METRO	<input type="checkbox"/> NEW STRAIT TIME
<input type="checkbox"/> THE SUN	<input type="checkbox"/> SUNDAY STAR	<input type="checkbox"/> THE SUN	
RUANGAN : Dalam Negeri		M/SURAT: <input type="text" value="6"/>	RUANGAN :
PERKARA			
<input type="checkbox"/> DASAR JABATAN	<input type="checkbox"/> IMPORT EKSPORT	<input type="checkbox"/> SISTEM KUALITI	<input type="checkbox"/> PELBAGAI
<input type="checkbox"/> KESIHATAN AWAM	<input type="checkbox"/> KAWALAN PENYAKIT	<input type="checkbox"/> PENGUATKUASAAN	
<input type="checkbox"/> KEBAJIKAN HAIWAN	<input checked="" type="checkbox"/> TEKNOLOGI VETERINAR	<input type="checkbox"/> ADUAN	
TARIKH			
11 September 2017			



## Smart vest turns stray dogs into Thailand's street guardians

AN ADVERTISING agency in Thailand has developed a "smart vest" that potentially could turn stray dogs into guardians of Bangkok's streets and alleyways.

Equipped with a hidden video camera, the vest has sensors that transmit live streaming videos when the dog barks, showing what the dog sees via a mobile phone and computer application.

There are stray dogs on the streets of most Thai cities and the developer thought smart vests could help both the dogs and the community.

"It will make people feel that stray dogs can become night-watchers for the communities," said Pakornkrit Khantaprap, 28, who is on the creative team that came up with the idea at the Cheil advertising agency, a subsidiary of South Korea's Samsung Electronics.

Martin Turner, managing director of the Phuket-based Soi Dog Foundation, which was formed over a decade ago to save stray dogs and cats across Thailand, welcomed the initiative.

Turner says there are many cases of cruelty against animals in Thailand, despite the introduction of the country's first Animal Welfare Law in late 2014, which penalises wrongdoers with a maximum two years' imprisonment and a 40,000 baht (RM5,100) fine.

The project began in March this year and took about five months to materialise.

The developer says a lot more tests are needed before the vest can be introduced into communities for trial runs. — Reuters

