

CTT Introduces Revolutionary New Tool for Wildlife Conservation

Dateline: Cape May, NJ

Overview

[Cellular Tracking Technologies](#), a leading manufacturer and innovator of wildlife tracking devices, has successfully funded The Terra Project, a new and powerful tool that will allow researchers to track entire migrating bird populations for the first time. Initial funding was secured through a [successful Kickstarter campaign](#) which completed on July 1, 2021, raising over \$280,000 with more than 1,300 backers. Pre-sales of the device are now continuing on the [Indiegogo fundraising platform](#).

Description

The Terra Project is a hybrid research/consumer undertaking that will create a network of listening and radio-tracking devices across the globe, while simultaneously building a conservation-minded community that is connected to their local environment.

Each Terra device is weatherproof and contains two microphones, a radio receiver, Bluetooth and WiFi, and connects to consumers homes via the Terra App. Terra can be mounted in a yard, garden, exterior wall, deck or roof, and is powered via USB cable or optional solar module.

Consumer Benefits

Users will be able to live-stream audio from their yard or roof to headphones or smart speakers, allowing them to connect to their local wildlife on a daily basis regardless of outdoor conditions.

The Terra App will not only identify bird and wildlife species by sound, but will also allow users to track any of the thousands of existing radio-tagged birds that might pass through their neighborhood. The App will also allow users to see larger migration patterns, and learn more about the wildlife around their home and worldwide.

Terra will also allow users to connect to curated wild places around the world — a rainforest in Panama, a watering hole in South Africa, a waterfall in Hawaii, or a beach in Cape May, for example — and enjoy those sonic environments at home.

Finally, Terra will connect to optional sensors that track soil conditions, moisture levels, and weather around the home.

Research and Conservation Benefits

Each Terra device will anonymously share the sounds, radio signals and environmental data it picks up with a central cloud-based server. That data will then be compiled and analyzed to identify species, number of individuals and other information.

For the first time, researchers will be able to track entire populations of birds, rather than tagging or banding individuals and extrapolating their behavior to the larger group. Our understanding of how birds migrate, their habitats and stopover points, and the impact of specific human and natural events on populations will be immeasurably increased, with a level of precision never before possible.

In addition, by correlating that data with other databases such as climate, habitat and insect population studies, Terra will add a critical dimension to understanding bird behavior. Real-time tracking of populations and movements will also allow government and environmental agencies to act more quickly and accurately to changes in population, both positive and negative. The amount of data created by Terra will be massive--approximately 30 million hours of recording in the first year--and may create the largest community science project in existence.

Using Bird Sounds

Most birds make short, species-specific sounds called “flight calls” during migration. These sounds not only reveal a bird’s species, but can even show sex, age and geographic origin. Terra leverages these sounds, along with bird song, to track whole populations of birds in real time.

Of course, many animals make sounds, and these sounds will also be collected by Terra to eventually analyze moment and populations for insects, mammals, amphibians and more.

Crowdsourcing Conservation

Distributing and maintaining thousands of tracking devices across the globe would be difficult or impossible for a single organization. By leveraging the consumer market, Terra provides benefits to individuals while simultaneously distributing an entire network of sensors around the world.

Making People Healthier, Happier and more Environmentally Conscious

The benefits of listening to natural sounds have been well established through [dozens of scientific studies](#). By allowing users to fill their homes with those sounds, Terra will help them reduce anxiety, increase focus, nurture a sense of well-being, and even contribute to physical health.

In addition, by bringing wildlife and nature sounds into the home Terra connects people to the animals around them on a personal level. By connecting and educating people about nature, the Terra Project will build a community of environmentally conscious people.

Marrying Commerce and Environmentalism

Terra is the product of both commercial and non-profit endeavors. CTT is partnering with [Conservation Science Global](#), a non-profit dedicated to conducting conservation-based research. By partnering the power of consumer markets with the ethics of environmentalism, Terra will create both a tool and a community that supports and protects wildlife in a whole new way.

Learn More

Please contact Scott Whittle at scott.whittle@celltracktech.com / (917) 771-3285.

You can learn more about the Terra Project, CTT, and Conservation Science Global by going to:

Website: www.terralistens.com Press Kit: www.terralistens.com/press-kit Indiegogo

Presales: <https://www.indiegogo.com/projects/terra-listen-to-wildlife-while-conserving-nature/>

Kickstarter (completed): <https://www.kickstarter.com/projects/theterraproject/listen-to-birds-and-wildlife-build-a-new-conservation-tool/> CTT: www.celltracktech.com Conservation Science

Global: www.consciglobal.org