

GARMIN

ALPHA 200i

The first sporting dog device with inReach satellite technology, Alpha 200i redefines what it means to stay safe and connected in the great outdoors.



WHY GARMIN?

At Garmin, our job is to fuel people's passions. Whether it's tracking a training session, environmental statistics, or daily biometrics, we support people in doing what they love.

For the Alpha 200i, we were challenged to reinforce the inseparable bond between the hunter and their sporting dogs. We strived to improve the overall hunt experience, while providing data and features that promote performance efficiencies and safety for both sportsman/sportswoman and their dogs.

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RESEARCH

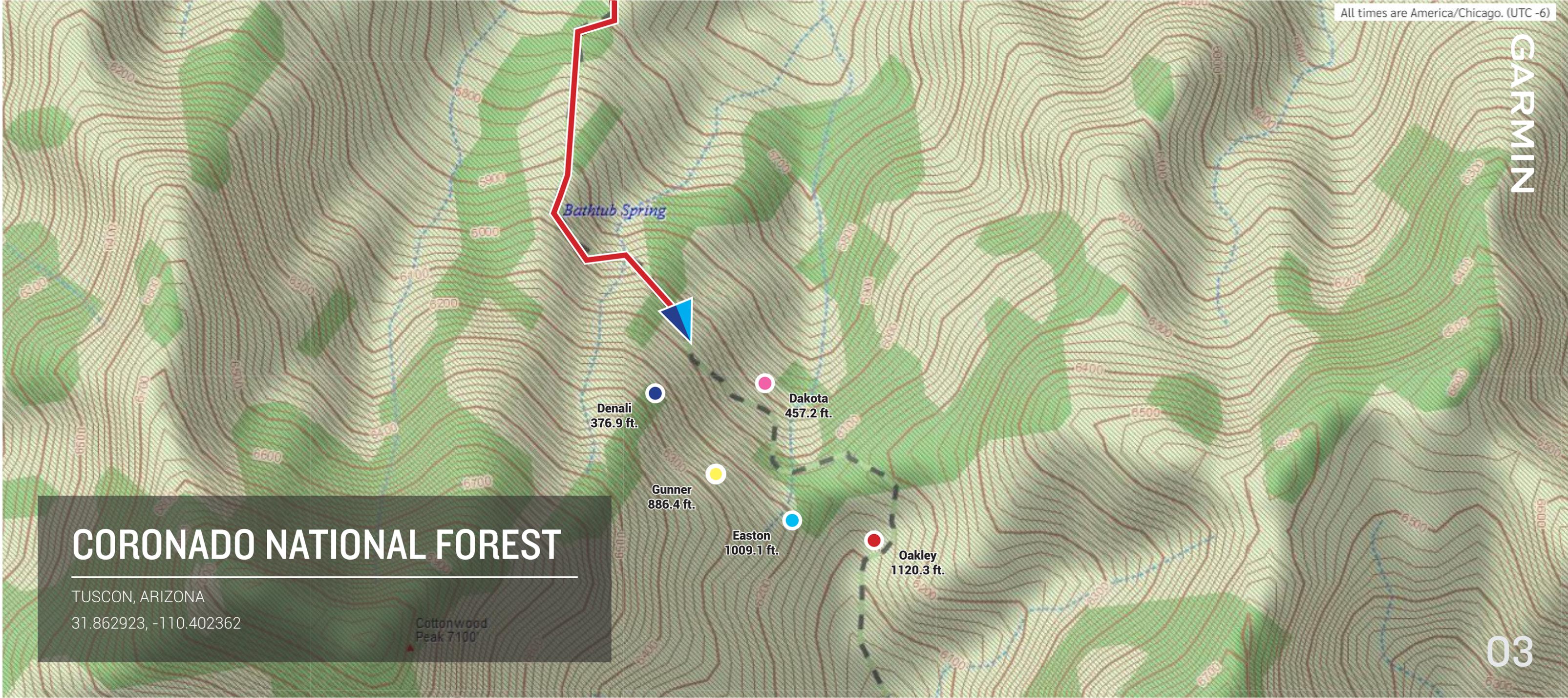
An essential part of the Alpha 200i development was collaborating with a second-generation cattle-rancher, sporting-guide, and dog trainer as he worked his pack of 20+ dogs in the field. This provided insights into methodologies of dog training, how dog performance and health were analyzed pre and post-hunt, and the struggles experienced when operating complex devices in harsh weather and terrain.

“MY DOG’S JOB IS TO TRACK WILD GAME. MY JOB IS TO BRING THEM HOME SAFELY AT ALL COSTS.” — Jerry Smith
Rincon Creek Guides & Outfitters





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UI | UX

Neither a sole analogue nor digital UI could achieve the uncompromised usability that sportsmen/women required in the field. Alpha 200i would instead require a carefully considered interface that provided a modern digital experience and UX flow, along with a more traditional physical UI that allowed for immediate, instinctual actions in the field.

1. TRAINING

2. NAVIGATION

3. SOS [InREACH]



InREACH

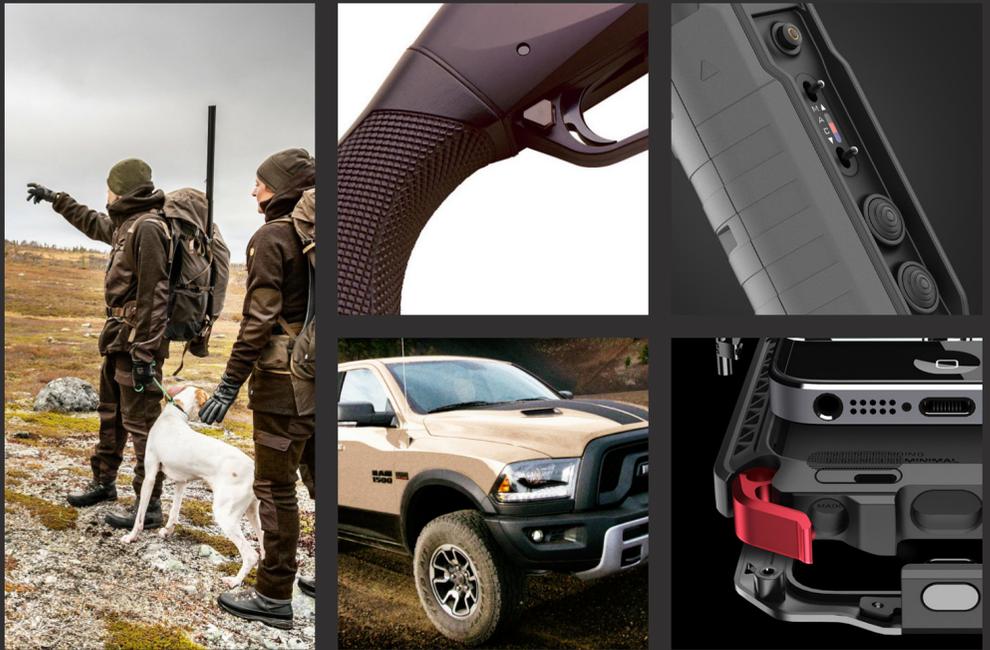
With inReach satellite technology from Garmin and an active satellite subscription, you can stay in touch globally. You can send and receive messages, navigate your route, track and share your journey and, if necessary, trigger an SOS to get help from a 24/7 global emergency response coordination center via the 100% global Iridium® satellite network.



GARMIN INREACH HAS AIDED IN OVER 5,000 EMERGENCY SITUATIONS THANKS TO TWO-WAY COMMUNICATION AND SOS FUNCTIONALITY.

DEVELOPMENT

Through the fusion of a modern, tactical form language and details derived from traditional sportsmen tools, we constructed a product worthy of today's more sophisticated sportsman/sportswoman.



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REFINEMENT

BLACK

RHINO GREY

ANODIZED ORANGE

HUNTER ORANGE

CMF

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Knurling was incorporated onto the rear housing to enhance the overall tactile feel when operating the device with gloves. A tapered product profile enhances in-hand feel while allowing for an improved experience when inserting and removing from a holster or field-vest pocket.



A spring-loaded, low-profile aluminum door was designed to protect the inReach SOS button from accidental actuation. The vibrant orange, anodized finish ensures the feature can be easily located by all members of a hunting party should the device owner themselves become injured.



To prevent users from having to learn a new training interface, a traditional, three-button layout was implemented on the face of the product allowing users to communicate quickly and effectively with their dogs to modify behavior and ensure safety.

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A lanyard loop accommodating MIL-SPEC paracord allows for a robust safety-tether for sportsmen/women who operate from a horse, mule, ATV or other mode of transport.

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