

Ori



awake when you need me. calm when you can't be.

Ori is an AI companion for pet parents. It knows your pet's breed, age, weight and history, answers the questions that come up at 11pm, reads food labels and vaccine cards from a photo, and gives you a calm read when something feels wrong. Everything you tell it builds your pet's health record, so patterns get noticed and nothing is forgotten.

Getting started

1. **Install Ori** from the App Store (iPhone) or Google Play (Android).
2. **Sign in** with Apple, Google, or an email and password. Your account syncs across devices.
3. **Add your first pet.** Name, species, breed, birthday, a photo. Every detail you add makes Ori's answers more specific to your pet, so it's worth a minute.
4. **Say hello.** Tap the mic in the middle of the bottom bar and ask something you've always wondered about your pet.

Finding your way

Five things live in the bottom bar, and one floats above it.

BUTTON	WHAT'S THERE
Home	Today at a glance: your daily check-in, medications due, anything overdue, and a word from Ori.
Explore	The social side — feed, reels, discover, memories, and the local pet directory. Page 4.
Mic (centre)	Talk to Ori out loud, hands-free. It answers in its own voice.
My Pets	Each pet's profile and full health record. Page 3.
Chat	Ori by text, when talking out loud isn't the moment.
Emergency	The red button floating above the bar. It's always there. Page 2.

LANGUAGES

Ori speaks English, 中文, 日本語, 한국어 and ไทย. Change yours in **Settings** → **Language**. Food-label scanning reads English labels for now.

Talking with Ori

Ask anything about your pet, the way you'd ask a friend who knows animals. Ori already knows who you're asking about — if you have more than one pet, it picks up from context or you can name them. It remembers past conversations, so "is she still scratching?" makes sense to it.

Things you mention get filed where they belong. Tell Ori "Mochi weighed 4.2 kg at the vet today" and the weight lands in Mochi's record, not just in the chat.

Voice

The mic in the centre of the bottom bar opens a voice conversation. Tap, speak, and Ori answers out loud. It's built for the moments your hands are full — mid-walk, mid-bath, mid-worry.

Photos

Ori can look at things. Snap a food or treat label and it flags ingredients to watch for, including anything that conflicts with your pet's conditions. Photograph the vaccine card from your vet and Ori reads it, files the records, and sets a reminder before the next booster.

TRY THIS

Photograph the ingredients panel on your pet's treats and ask "is this okay for her?" Then ask a follow-up — "how much is too much?" Ori answers for *your* pet, not pets in general.

When something feels wrong

The red button above the bottom bar opens emergency triage. Ori asks focused questions, one at a time, and gives you a plain answer: watch and wait, see a vet soon, or go now. Responses are read aloud, and when the answer is "go now", Ori points you to the nearest 24-hour clinic from the directory.

You don't need to be sure it's an emergency to use it. "Probably nothing, but" is exactly what it's for.

ORI IS NOT A VET

Ori doesn't diagnose, prescribe, or give dosages, and it never will. It helps you decide how urgent something is and what to watch for. When your pet needs a professional, Ori says so plainly — please listen to it.

Your pet's record

Everything lives under **My Pets**. Tap a pet to see their profile: weight over time, vaccinations, medications, vet visits, documents, photo albums and journal. You can enter anything by hand, or let it arrive through conversation and photos.

Medications

Add a medication with its dose and schedule, and each due dose appears on Home until you tick it off. If a dose is missed, you'll know. The history stays with your pet's record, which is exactly what your vet wants to see.

Reminders

Boosters, deworming, grooming, the annual check-up — set them once and Ori sends a push notification when they're due. Vaccine reminders create themselves when Ori reads a vaccine card.

Documents

Lab results, invoices, adoption papers, insurance. Photograph or upload them and they're stored with your pet, tagged and searchable, instead of in a drawer.

The everyday

- **Daily check-in.** Once a day, Home asks how your pet is doing. Ten seconds, builds a streak, and over time it's the pattern Ori uses to notice when something changes.
- **Journal.** The small moments — first swim, a new trick, that face. Photos and notes on a timeline you'll be glad you kept.
- **Walks.** Track a walk and Ori keeps the route and distance.

Sharing

With your household

Invite the people you live with and everyone sees the same pets, reminders, logs and vet visits. Whoever fed her marks it; nobody feeds her twice.

With your vet

From your pet's profile, create a share link: a time-limited page with the health summary — history, vaccinations, medications, recent concerns. Send it ahead of an appointment, or export the branded PDF and print it.

TRY THIS

Before your next vet visit, open your pet's profile and create a share link. A five-minute appointment goes further when the vet isn't reconstructing history from memory — yours.

Explore

TAB	WHAT IT'S FOR
Feed	Posts from pets you follow. Follow a pet, not a person — it's better that way.
Reels	Short videos. Trim, filter, add music, post.
Discover	Pets and posts you don't follow yet.
Memories	Your own moments, resurfaced — one year ago today.
Community	The pet directory: vet clinics with a 24-hour badge for the ones open all night, groomers, boarding, training, and pet-friendly cafes and stays. Singapore first, more cities arriving.

Your pet's profile can be public or household-only — your call, in the pet's settings.

Free and Ori+

	FREE	ORI+
Pets	2	Unlimited
Chat with Ori	15 messages / month	Unlimited
Emergency triage	2 sessions / month	Unlimited
Active reminders	2	Unlimited
Documents	3	Unlimited
Community & social	Included	Included

Ori+ is **SGD 9.90/month** or **SGD 79/year**, with a 14-day free trial. It renews automatically unless you cancel at least 24 hours before the period ends; cancel anytime in your App Store or Google Play subscriptions.

Full terms at oripet.co/terms.

Your data

Your data is encrypted in transit and at rest. We don't sell it and we don't track you across other apps. You decide who sees your pet's information. Full policy at oripet.co/privacy.

Need a hand?

In the app: **Settings** → **Help & FAQ**. By email: hello@oripet.co — we read every message and usually reply within a day.