WiseEye TECHNOLOGY™

Conservation Impact Report 2025

WiseEye Technology™
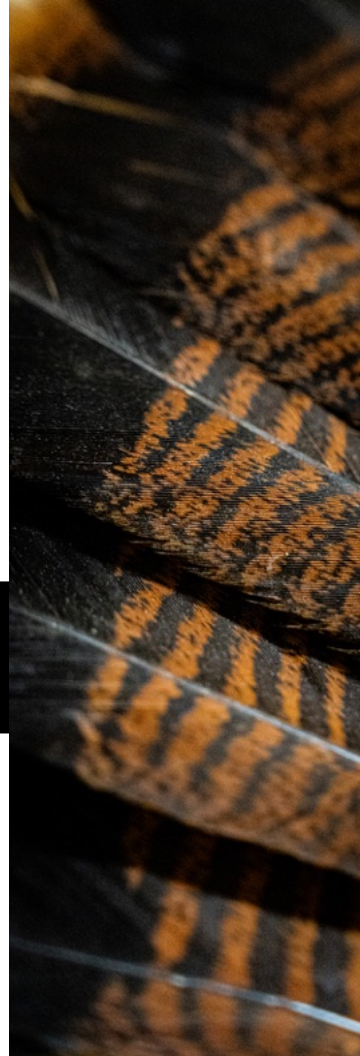
CONSERVATION IMPACT REPORT

2025

Technology fuels Conservation.

From data to fieldwork, WiseEye is dedicated to bringing conservation to light. With access to millions of data samples collected by WiseEye cameras, our HuntControl technology can determine overall population, track species by gender, and calculate animal movement probability based on your photos and local weather data.

WiseEye pledges to deliver not only the most high-quality equipment to you, but to promote and support conservation efforts across the board. Conservation in turn works hand-in-hand with technology, and vice-versa. From monitoring waterfowl population and feeding times, to tracking a mature whitetail's rut patterns throughout the late fall, WiseEye is there to assist your endeavors.

Conserve Every Detail.

Our Partners

At WiseEye, we partner with those who share a growing passion for conservation. They must be devoted to conserving not only wildlife, but the outdoors in whole. We are blessed to have partners who work with us to Conserve Every Detail.
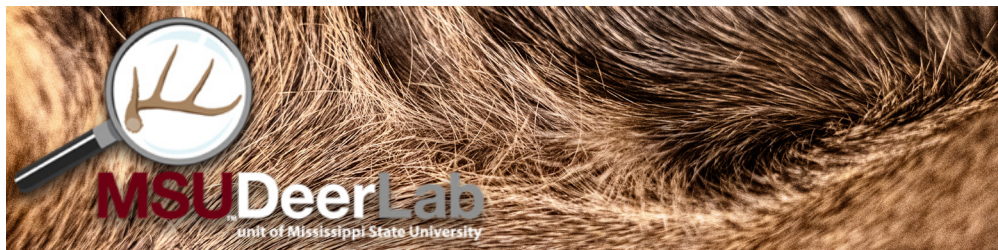

MSUDeerLab
unit of Mississippi State University

BACKCOUNTRY WILDERNESS AREA

UF GAME LAB

IWC
INTERNATIONAL WILDLIFE CRIMESTOPPERS, INC.

WARDEN'S WATCH PODCAST

TFT
TURKEYS FOR TOMORROW

GRATEFUL DUCK FARMS
EST. 2021

TEXAS A&M UNIVERSITY KINGSVILLE 1925

PSC

NH

SCCi
SAVEYOURCAVES.ORG

**BORDERLANDS**
RESEARCH · INSTITUTE

Conservation Campaigns

Missisippi State University Deer Lab

The MSU Deer Lab relies heavily on game cameras for both research and education. Whether we're estimating deer density, studying species interactions, or measuring deer use in food plots, game cameras are a staple in the deer lab. WiseEye offers high-quality cameras at affordable prices, and their cellular and AI features save a lot of time on checking cameras and sorting pictures. These qualities initially sparked our interest in WiseEye. After getting to know Chase and the team, we realized they are a very conservation-minded company, which aligns perfectly with our values at the MSU Deer Lab.

We have several new projects starting in 2026, including using game cameras to assess deer visits to scrapes, monitor deer presence in row crops treated with chemical repellents, and quantify deer selection of forages grown with biological or synthetic fertilizers. We are also rebuilding our captive research facility and will be using WiseEye cameras to monitor our deer herd. We're excited to work with WiseEye cameras and look forward to many upcoming projects.
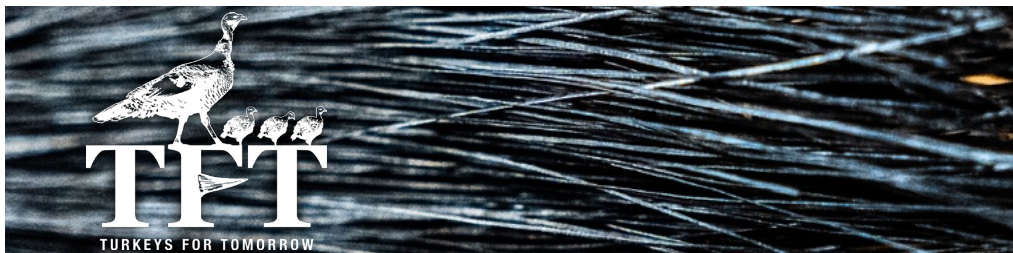
Turkeys For Tomorrow

Turkeys for Tomorrow (TFT) is a non-profit organization dedicated to conserving wild turkeys and their habitats through science-based management, education, and collaborative research. The organization works alongside landowners, conservation professionals, and academic institutions to promote sustainable habitat practices and advance research that supports long-term wild turkey populations. TFT's conservation initiatives and research efforts extend across multiple states, reflecting the broad range of ecological conditions and management challenges affecting wild turkey populations. This multi-state focus enables regionally relevant conservation work while contributing to a larger understanding of turkey dynamics at a landscape scale. WiseEye Tech supplied cameras that TFT distributed to multiple universities participating in a multi-state wild turkey camera study. These cameras enabled standardized data collection across regions, expanded research capacity for academic partners, and supported collaborative, data-driven approaches to wild turkey conservation.
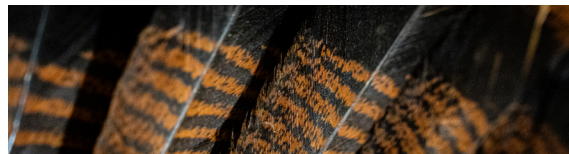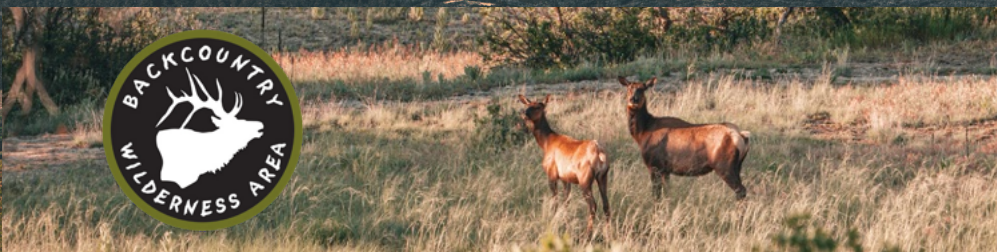
Backcountry Wilderness Organization

WiseEye trail cameras have become an essential tool in both our conservation mission and our community engagement. Through Trailcam Tuesday, a social media initiative, we've been able to share 30–40 high-resolution images each week from across our 8,000-acre Backcountry Wilderness Area; photos that capture elk, deer, bears, bobcats, eagles, and countless other species. Much of this landscape is protected from daily human access to preserve habitat integrity, with entry limited only through structured programs. WiseEye's exceptional image quality allows our community to connect with the wildlife that depend on this protected space, offering a window into areas they rarely see while reinforcing the value of keeping those habitats undisturbed. These images help people appreciate the diversity of species that thrive here and the importance of our conservation work without adding human pressure that can harm wildlife. Beyond public connection, WiseEye Technology strengthens our ability to manage, protect, and understand the land. The cameras provide critical data on wildlife movement, seasonal patterns, population trends, and sensitive areas such as wintering and calving zones; information that guides our management decisions and ensures we are timing and designing our programs responsibly. In addition, cameras placed in remote corners and along access roads serve as an early-warning system for unauthorized entry. When someone enters the property without permission, we know immediately and respond to prevent disturbance to wildlife, reduce safety risks, and protect fragile habitat. In short, WiseEye has dramatically improved our science, our security, and our ability to engage the community in conservation without compromising the land we work so hard to safeguard.
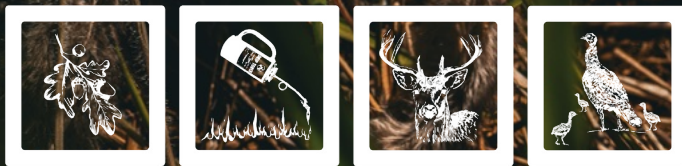
UF GAME LAB

Florida is the only state with an endemic subspecies of wild turkey, the Osceola wild turkey. Its population is supported by a protected central wildlife corridor, which includes the 27,000 acre, UF/IFAS-managed DeLuca Preserve. The Florida Turkey Project team is actively studying turkeys across the state, beginning with using WiseEye cameras to assist trapping and tagging wild birds to track their movements, survival, and habitat use. Researchers have also launched a poult project, successfully hatching and raising turkeys from wild eggs collected from failed nests. By observing their growth and behavior, we're uncovering critical details about the earliest and most vulnerable stage of a turkey's life.

International Wildlife Crimestoppers

International Wildlife Crimestoppers (IWC) and WiseEye camera technology have formed a powerful partnership in the effort to stop illegal hunting and poaching. IWC provides the wildlife law enforcement agencies that have investigative networks, field officers, and a tip-line structure needed to act quickly on suspicious activity, while WiseEye cameras supply high-quality images and real-time monitoring from remote areas where constant patrols are difficult. With built-in cellular technology, these cameras can instantly transmit photos and alerts to officers' phones, allowing them to turn raw data into rapid, actionable responses. This immediate flow of information has led to faster interventions, stronger cases, and more efficient wildlife protection.

Cell-enabled WiseEye cameras have also dramatically improved the ability to catch poachers in the act. When motion triggers a camera, images are delivered to conservation officers within seconds, giving them the opportunity to respond before offenders leave the scene. The knowledge that their actions can be documented and reported instantly serves as a significant deterrent. A wildlife enforcement agency uses incoming data to track activity patterns, allocate resources, and strengthen enforcement strategies. Together, the organization's investigative expertise and WiseEye's advanced camera and cellular technology have increased surveillance capabilities, improved response times, and contributed to a significant increase in the number of poachers apprehended.

Ducks Unlimited

For this project, WiseEye Tech was able to supply advanced cellular trail cameras to support Examining the Utility of Trail Cameras for Estimating Sex Ratios in Mallard Populations (Katie Tucker, Ty Sharrow, & Dr. Mike Brasher, DU-NHQ). These cameras provide researchers with consistent, high-quality time-stamped imagery of waterfowl activity across sites in the Mississippi and Central Flyways. The HD images are later analyzed using AI tools to identify and evaluate male and female Mallards. By contributing the hardware required for reliable, large-scale data collection, WiseEye helps expand the capacity of this research and supports ongoing efforts to better understand emerging sex-ratio trends and guide future conservation strategies.

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Grateful Duck Farms

WiseEye tech has supplied Grateful Duck Farms with camera and technology equipment in order to monitor waterfowl and shorebird populations across their managed wetland units along the Texas coast. This farm strives to provide ideal habitat for these migrating species through a combination of moist soil management and rice production. Through the lens of WiseEye cameras, the managers at GDF have been able to closely observe the habits and behavior of the birds using their property, allowing them to more effectively tailor their management strategies. By providing this habitat, they are conserving a critical landscape on the Texas Coastal prairie that dozens of species rely on during their winter migration every year.

Southeast Cave Conservancy INC.

The Southeastern Cave Conservancy Inc. (SCCi) is the world's largest land trust focusing entirely on caves and karst and manages thirty-eight preserves through conservation, education and recreation. With a small staff and a team of volunteers, we protect over 170 caves and over 3,000 acres of karst and karst waters at 38 Preserves in seven southeastern states. In part, we accomplish this by caping visitation numbers and requiring no cost permits, closing preserves to visitation during sensitive periods for wildlife, and conducting survey, inventory and monitoring of natural resources. As technology has improved, SCCi recognized that remote cameras could be a tremendous asset to help us accomplish our goals. After careful comparison, we recently selected WiseEye Technology to supply us with cameras that are now in use to remotely monitor for trespassers, ensure compliance by permitted visitors, and serve as camera traps to assist our inventory efforts of bats and other mammals. Our initial success and satisfaction with the WiseEye system has encouraged us to expand our network in hopes of using them at more of our preserves.

Paul Smith's College

The biology and behavior of American black bears (Ursus americanus) in the Adirondack Park, NY has been understudied. Bears are highly adaptive to their environment, and if natural forage is not available, they will move to human landscapes to find food. While human population density is low in the Adirondack Park, there is still bear conflict reported annually. Given potential severities of human-bear conflict, managers must understand what causes this behavior. Bear behavior is driven largely by their food needs which are influenced by hibernation. Availability of natural food is determined by environmental variables which are unpredictable causing concerns that bears will wake up out of sync with spring green-up leading to insufficient forage and more human conflict. Understanding when bears hibernate, when natural food is available, and how these timeframes line up could help managers make predictions about conflict levels in future years.

With the support of WiseEye Technology, researchers at Paul Smith's College have deployed trail cameras across 14,000 acres of land for their black bear hibernation research. These cameras contribute to a wider camera network that will be used to estimate when bears enter and exit dens across the Adirondack Park. This information combined with conflict and vegetation data will help researchers make predictions about future years of bear conflict. WiseEye cellular trail cameras have been instrumental in reducing field work for researchers and graduate students, and allows for easy long-term monitoring in remote areas that would otherwise not be possible.

University of New Hampshire

University of New Hampshire researchers have been utilizing WiseEye Cellular Cameras as part of a research project investigating fisher survival rates, causes of mortality, and habitat use in New Hampshire. The project entails capturing fishers, fitting them with GPS collars, releasing them on-site, and monitoring their health and movements. Fisher are found across the state, and sometimes we need to work in remote areas of the state. These cellular cameras helped us scout difficult-to-access areas and get traps out to areas with fisher activity more quickly. We also use these cameras to help monitor traps. The real time images inform us of captures within minutes of them happening, which has been valuable in improving our response time to captures. We use the remote-control feature to check on the status of traps between scheduled in person visits. The picture quality is great and we have never had to guess what species is visiting our sites. Cellular trail cameras have helped us be more efficient in our field efforts allowed us to devote time to other aspects of the study.

Texas A&M | Kingsville

The South Texas Lion project is a team of graduate and post-doctoral students from the Caesar Kleberg Wildlife Research Institute, whose goal is to learn more about mountain lions in South Texas. The mountain lion population is unmanaged in Texas and has not been studied in over 20 years, so there is limited information available on lion population status in the state.

Despite challenges as a small team targeting a wide-ranging animal, WiseEye has greatly improved the project's ability to cover more ground and be more efficient with where to focus efforts. The team uses WiseEye cellular cameras to scout new areas, monitor live traps, and identify locations where there are unmarked individuals. Once an individual is found, the team targets that individual for live capture and GPS collar deployment. Data collected from GPS collars and cameras are used to get an estimate on number of individuals, determine home range size, and learn more about their movement and foraging ecology in Texas.

Borderlands Research Institute

The Borderlands Research Institute (BRI) at Sul Ross State University in Alpine, Texas is studying the natural recolonization of black bears back into their historic range of west Texas. Since 2022, the BRI black bear study team has been researching the transboundary movements and population dynamics of these black bears using various methods. The WiseEye DC-2 and Mini cameras have been a great addition to our research effort. By providing real-time photos of bears and other wildlife, we are able to better understand local bear activity and identify areas of interest for current and future research efforts. Since using WiseEye cameras, we have documented 35 black bear detection events and have been able to evaluate black bear health and GPS collar fit on two bears post live-capture event.

CONSERVE EVERY DETAIL