PRESS FACT SHEET

# Terra, at a glance

October 2026

Press contact: **press@terralistens.com**
terralistens.com/press

**Terra is a weatherproof listening station and a free app that identify birds by sound, live and around the clock. Every station also listens for the radio tags scientists put on birds, bats and butterflies, so a backyard in New Jersey can help track a monarch to Mexico.**

## TERRA IN NUMBERS

| 589M+ | 2,500 | 1.5M | 11.9M+ |
|---|---|---|---|
| birds identified since 2024 | stations listening worldwide | bird identifications a day | radio-tag detections to date |

Network figures as of 26 October 2026; live counts run on the stats bar at terralistens.com.

## WHAT TERRA IS

A Terra Station sits outside, in a yard, a preserve or a lodge clearing, and listens 24/7. On-board AI identifies the birds it hears and sends them to a free app, where owners can watch the species list build, listen to their own yard live from anywhere, and share the feed with friends, visitors or the public. Identifications and tag detections from the whole network flow into one database that researchers can draw on.

Terra is made by **Cellular Tracking Technologies (CTT)** in Cape May, New Jersey, a team that has built wildlife-tracking hardware for researchers for more than a decade. The first stations shipped in 2024; more than 2,500 units have been delivered.




The Terra Station. Photos and logos for coverage: terralistens.com/press

## THE TERRA STATION

- **Listens with two ears.** Stereo microphones in a weatherproof housing, processed independently, with wind-noise reducers.
- **Identifies on the device.** Choice of AI engines (BirdNET, Google's Perch, HawkEars for Canada, and Terra's own tuning), 6,500+ bird species, plus 500+ other sounds: frogs, coyotes, rain, thunder, aircraft, chainsaws.
- **Hears radio tags.** Two built-in receivers (2.4 GHz BlūMorpho and 434 MHz Motus) and ports for external antennas, with ranges that rival professional Motus stations.
- **Works off-grid.** Autonomous recording mode stores up to 30 days of MP3 or 30 hours of lossless FLAC with no Wi-Fi, for later download.
- **Built for the field.** Deployed from Alaskan tundra to South American rainforest; one owner near Fairbanks reports it running at −40 °C.
- **$329**, with everything above included.

## THE APP

- **Free** on iPhone, Android and the web, rated 4.5 stars on the App Store.
- **On the big screen** with apps for Apple TV, Fire TV, Roku, Android TV, LG and Samsung, and a kiosk mode for visitor centers, lobbies and classrooms.
- **Global feeds.** Live sound from curated wild places, including a Colombian rainforest, the Galápagos, the Pacific Northwest and the Canopy Lodge in Panama.
- **Terra Pro**, free for every owner through the end of 2026: weather radar and wind at altitude on the map, a 48-hour rewind, station sharing, a web widget for organizations, and experimental acoustic arrays that triangulate a singing bird.

STORY IDEAS

# Eight things worth writing about

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### 1. The butterfly that was tracked to Mexico

In November 2025 the front page of the New York Times reported a first: individual monarch butterflies tracked along their migration. The solar radio tags, made by Terra's parent company, weigh a fraction of what a monarch does. Terra stations in ordinary backyards logged the tagged butterflies as they moved south from Cape May Point. More than 400 monarchs carried tags in fall 2025, with more each season, and the project is still running.

### 2. Every backyard is now a research station

Terra stations have logged nearly 12 million radio-tag detections of birds, bats and insects and are compatible with the Motus Wildlife Tracking System. A tag passing over a suburban yard can finish a track a researcher started a thousand miles away.

### 3. When Terra says it heard something, it's right

In a side-by-side test in the same Cape May yard, 1,353 detections were checked by ear: Terra was correct 98.4% of the time, against 94.2% for the other connected station on the market. On a densely annotated hour of migration audio, Terra's on-device engine matched a leading smartphone ID app on recall and beat it on short call notes, 46% to 35%.

### 4. Hearing what people can't

Many warbler songs sit above the range of older ears. Terra can shift them down into a register people can hear, and its engines now recognize 500+ sounds beyond birds, from frogs to thunder.

### 5. Conservation with data, not opinions

Groups are using Terra to document what lives on the land they are trying to protect. One New Jersey conservation group runs several stations and has recorded more than 180 species, a record it can put in front of a town board.

### 6. Nature sounds for health

A growing body of research connects birdsong and time in nature with wellbeing. Terra brings live local sound indoors, onto a TV in a senior-living common room or a hospital ward, from a station on the building's own grounds.

### 7. From Alaska to Panama

Stations run at −40 °C near Fairbanks and in the canopy in Panama. Partners include Little St. Simons Island in Georgia and Audubon chapters; anyone with a Terra app can listen to the curated sites live.

### 8. A birder, a tracker, an engineer

Terra grew out of a wildlife-tracking company and a field guide. Its co-founders have tagged eagles, written The Warbler Guide, and built the radio tags that made the monarch story possible.

## THE PEOPLE

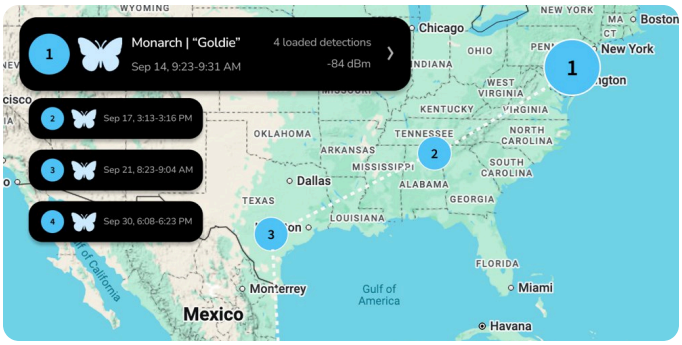
**Scott Whittle**
Co-founder. Birder, photographer, co-author of *The Warbler Guide*; lives in Cape May.

**Mike Lanzone**
Co-founder; CEO of Cellular Tracking Technologies. Wildlife-tracking projects worldwide.

**Casey Halverson**
Co-founder; COO of CTT. Software, electronics and radio; builds Terra's features.

## RESOURCES

- Live map of the network: **map.terralistens.com**
- Photos, logos and this sheet: **terralistens.com/press**
- Project Monarch map: **map.projectmonarch.org**
- Loaner stations, demos and interviews: **press@terralistens.com**




A tagged monarch's journey from the US East Coast toward Mexico, as it appears in the Terra app.