

TRAILBLAZER

CREATURE COMFORTS

Fur-ward Thinking

What'll the tech geniuses think of next? **Smart gadgets** for your 21st-century pet. BY *Jennifer Chen*



SHOCK AND PAW

Cats might be content to spend hours alone, but they still need to play. That's why Tara O'Mara and her husband, Jason, invented Shru, a rechargeable toy that rolls and wiggles on its own. When your cat traps Shru, it shakes and then stops moving to imitate real prey—giving your mighty homebound hunter the thrill of victory. (\$98; pdxpetdesign.com)



LIGHT-FOOTED

In 2010, Joseph Hassan's friend Betty and her dog, Comet, were almost hit by a car during a nighttime run. The close call inspired Hassan to create a tether that lights up from handle to collar: The battery-powered Nitey Leash uses an LED light that shines through a fiber-optic tube to make you and your pooch visible up to a quarter mile away. (\$25; niteyleash.com)

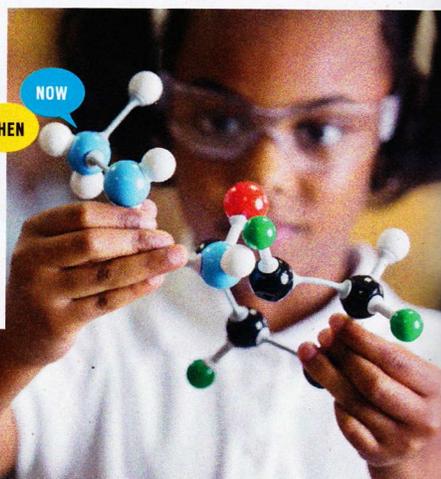


DOOR BUSTERS

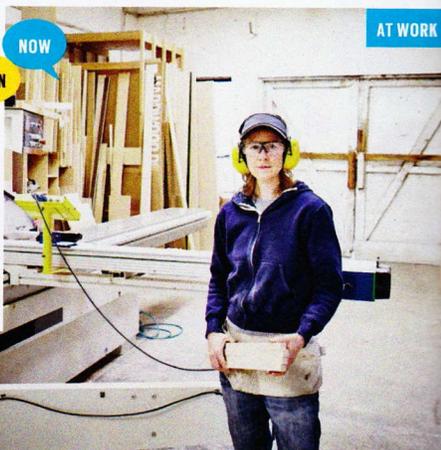
Uninvited felines kept slinking through Nick Hill's cat door and pestering his shorthair, Flipper. His solution: the Sure Petcare Microchip Pet Door Connect, which syncs with your cat's or dog's microchip to grant them (and only them) passage. It also has a curfew mode, so your Maltese can't sneak out past her bedtime. (\$200; surepetcare.com)



In just four years, Getty's Lean In collection has grown from 2,500 images to more than 16,000. Says Pam Grossman (above): "I want customers to embrace these images—and use them. Humans are hardwired for symbols: The more we can see these kinds of photos, the faster our perceptions about gender roles can change. We're seeding the world with more positive pictures."



SCHOOLWORK



AT WORK



TEAMWORK



The Great Pix Fix

Pam Grossman wants to change the way we see ourselves.

Would a female construction worker really wear a crop top and peep-toe heels? Would a woman go on a bike ride in a lacy thong? No and no. But depictions of that sort still appear all around us because the world of stock photos, the generic pictures that thousands of brands pay to use in ads and magazines and on billboards, has been slow to evolve. "The photography industry has traditionally been run by straight white dudes," says Pam Grossman, director of visual trends at Getty Images, one of the world's best-known stock photo houses. "But with social media, women

are sharing pictures of their lives that are more inclusive—which has led clients to ask for more authentic images. Part of my job is broadening what beauty and power can look like."

With that goal in mind, Grossman launched Getty's Lean In collection (working with Sheryl Sandberg's nonprofit of the same name) in 2014 to capture the female experience in all its complexity. "We show women from different backgrounds and careers, and girls in rock bands, and just raising their hands in school," she says. "That's the vision of the future I want to be exposed to." —Z.D.