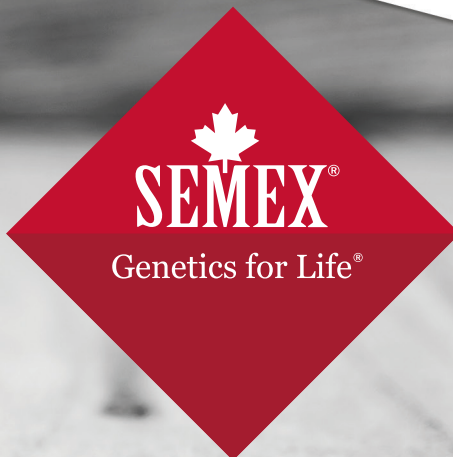




Semex ai24[®]

Powered by **Datamars Livestock**



Introducing Tru-Test Active Tag Automated Heat and Health Monitoring

Tru-Test Active Tag Collar & Ear solutions use smart technology with the power of advanced computational modelling and machine learning to detect reliable heat information with world-class data.

Accurate heats are detected faster and with greater certainty and even silent heats are detected.

Dairy Farmers can be alerted in real time and prior to cows entering the dairy shed.

Advanced insights & easy-to-understand intelligence

All animal behaviour data is captured and processed with advanced computational and machine learning methods to provide accurate heat and health insights.

Like all Tru-Test solutions, Active Ear Tags and Collars are grounded on accurate, reliable measurements to streamline activity and deliver timely, easy-to-understand intelligence straight to the fingertips of producers.

See how animals are performing via simple graphs and charts.

Automatically receive heat information as cows come into a 500 metre range of the data gateway (mounted at the dairy shed/site).

Instantly share data with staff, vets or consultants, without emailing.

Access your data from any device with an internet connection with Datamars Livestock Live cloud software.

3rd party intergrations available with most herd management softwares & drafting systems.

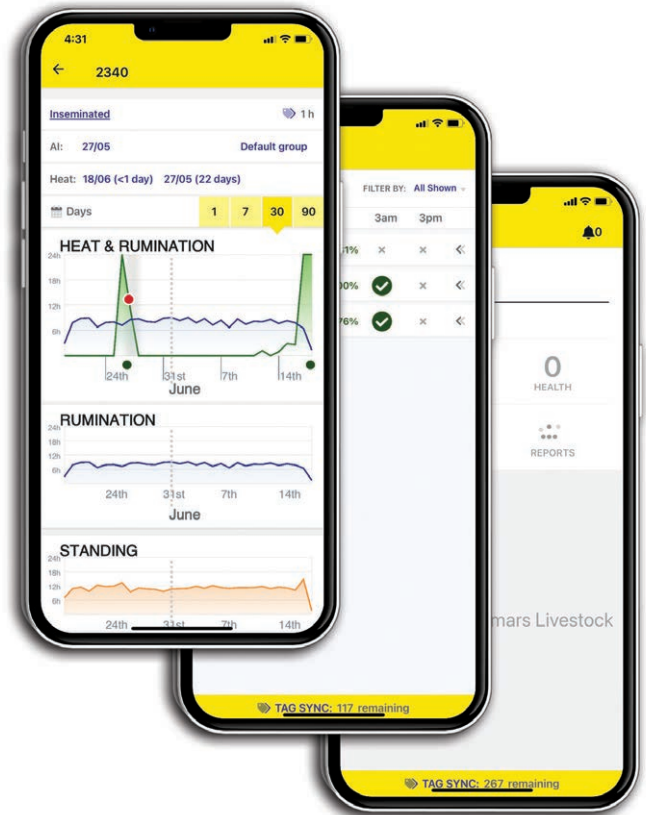
Highly accurate heat detection

Tru-Test Active Tag improves the efficiency of farm breeding programs, making it the most accurate heat detection product on the market today.

Reproduction plays a key role in the efficiency of any dairy herd. It can be one of the major costs of production and is also an area where significant improvements can be made.

Poor dairy herd reproduction has many consequences including:

- Lost production
- Extended calving intervals
- Unnecessary culling
- Missed opportunities for genetic gain
- Increased stress on the farmer from poor in-calf rates



Monitor heat and health from wherever you are

See how animals are performing via simple graphs and charts.

View heat and health data history on individual animals or groups.

Easily print or download reports and graphs in common file formats.



Better animal health 365 days a year



Identifying and monitoring health conditions and disease at an early stage is important, as evidence shows that health and reproductive performance are closely linked.

The effects of health problems can persist through the entire lactation and have a profound effect on the animal's overall fertility and production.

Tru-Test Heat and Health Monitoring solution monitors both the reproductive and general health of the animal, sending an alert directly to the farmer's phone when there is a negative variance from the cow's normal activity.

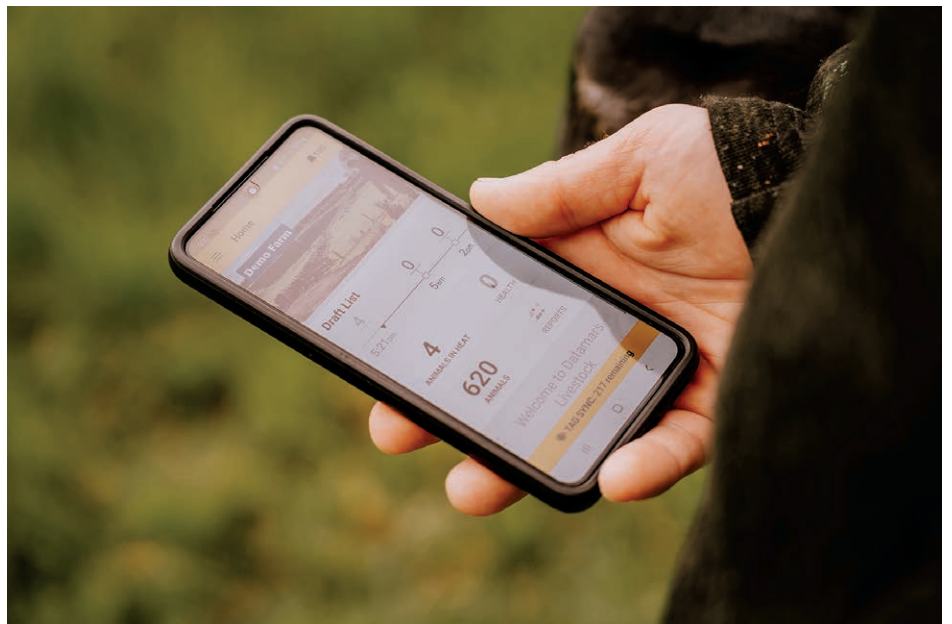
Find your problem cows

Repro issues impact a cow's ability to get back in calf, costing you time and money.

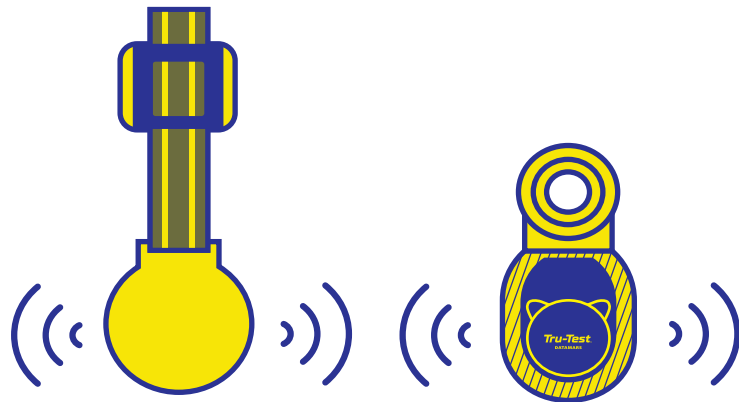
Active Tag monitors your cows 24x7 for the hard to spot issues like:

- Anoestrous
- Irregular heats
- Pregnancy loss

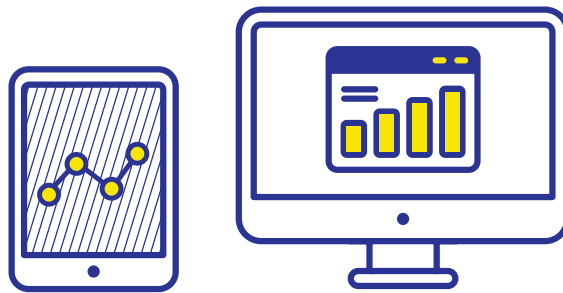
With our continuous monitoring, we're the first to know when these exceptions happen on your farm. We'll notify you of each issue. You can then draft the animal to inspect and act.



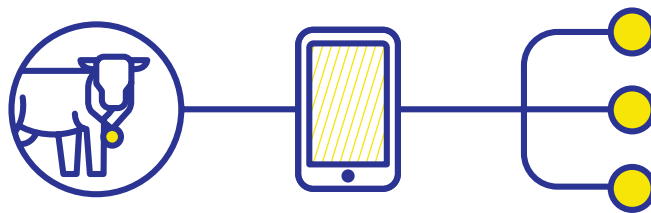
How it works



Individual cow behaviour is recorded 24/7 and transmitted through a gateway to the cloud



Insights are accessible via the web or mobile app and displayed on an easy-to-understand dashboard



All behaviour data, heat and health insights are integrated through Datamars Livestock Live and can be easily shared with third parties including veterinarians and AI technicians

Active Tag Collar & Active Tag Ear

What is magnetic activation?

Magnetic activation provides simple, easy and robust activation and deactivation for Active Tag devices.

This helps preserve battery life, provides a unique option to adjust your data capture as your herd & business flexes, and ensures your reports are clean and free of unnecessary (or blank) data.

Tru-Test Active Collar

Dimensions: 79.55mm x 69.60mm x 31mm

Data Storage: tag stores data for 10 days for cows out of range

Weight: ~100g

Collar strap: 40mm width

Warranty: 5 years

Expected Battery life: 8 years

Light indicator: LED

Reading distance to ATG gateway: 500m Radius

Advantages: long life, highly secure to cow



Tru-Test Active Ear Tag

Dimensions: 36.9mm x 14.5mm x 68.4mm

Data Storage: tag stores data for 10 days for cows out of range

Weight: ~25-30g

Compatible with Z Tags male tags and No-Tear-Tagger™

Warranty: 3 years

Expected Battery life: 5 years

Light indicator: LED

Reading distance to ATG gateway: 500m Radius

Advantages: fast attachment, easily interchangeable



Farm Gateway

Best-in-class technology platform

Dimensions: 120mm x 120mm x 20mm

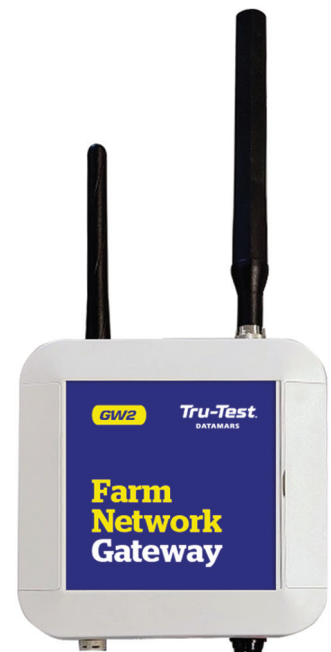
Transmission: 500m, 360 degree, line-of-sight data transmission

Number of animals: Full coverage for up to 5,000 animals per Gateway

Communication: Auto-synchronizing, overlapping Gateways to maximise coverage

Real-time communications via LTE (4G) or WIFI

Power: 240v connection or remote solar units available



Support at every step



We are here to help...

Once you purchase our Heat Monitoring solution, we're with you every step of the way. We'll partner with you to improve your business outcomes, helping you to integrate the technology into your business.

so you can focus on your business.

Whether your needs are simple or more complex, our support team are there when you need us, from getting started to maximising the use of your solution, including integration with most herd management systems.

Our 24/7 online Help Centre gives you answers to your questions when you need it, no matter where you are.

support.livestock.datamars.com

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