How Smart Is YOUR Dairy?

Smart Tools for Strategic Asset Management:

Efficient Technology

- Tru-Test Active Tags and Collars are the only Bluetooth technology product that reduces battery drain and results in longer battery life.
- Smart Dairy Innovation solutions enable you to respond early to costly health events through connected smart devices.
- Activity Monitoring efficiencies can save you up to 2 hours a day.

Smart Insights

- Active Tags and Collars provide accurate heat and health information for individual cow data and group-herd data.
- Optimize cow performance through monitoring gestures and movement allowing you to respond early to health events saving you time, labor and resources.
- The easy-to-use Data Link app provides insightful information to make informed decisions about your herd.
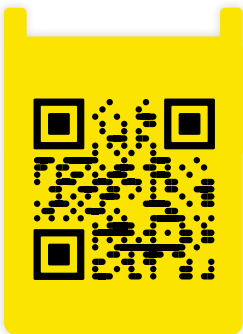
Easy Installation, Easy Integration

- Activity monitoring tools integrate with any existing data management software and complementary hardware.
- Tru-Test offers livestock identification products with RFID, visual, UHF, tissue ear tags and stick reader products to help you effectively and efficiently manage your business.

Putting Data to Work

- Timely and accurate information allows you to align heats to get the cow-in-calf at her earliest cycle.
- Provide full health monitoring data to your team 24/7.
- Data Link app provides real-time information to give you peace of mind that your herd is monitored, all in the palm of your hand.
- Simple charts and graphs deliver accurate, easy-to-read intelligence for effective decision making.

◄◄ **Take the *Tru-Test***
Get a Datamars Livestock gift.

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Customer Support **800-433-3112** or
customerservice@datamars.com

Tru-Test™
DATAMARS

Walk Over Weigh –
(WOW)

Real Data, Real Time

- Routine daily weights are transformed into powerful insights to help more effectively manage your herd.
- Real-time weight data, tracks gain/loss to support fact-based decisions around nutrition, health and heat events.

Transition Monitoring

- Tru-Test Active Tags, Collars and routine weighing provides you with real-time data to identify potential health concerns before it becomes a larger issue.
- Manage breeder/heifer nutrition with real-time weight gain monitoring against targets such as joining weight, pre-calving weight and post calving recovery.
- Tru-Test Smart Dairy innovations integrates with any data management software enabling you to respond early to costly health events. This includes Active Tag activity monitoring, Walk Over Weigh (WOW) real-time weigh systems, and the Service and Support for your Smart Dairy.

Dairy Applications

- Walk Over Weigh (WOW) records weights as cows move through the exit alley after every milking.
- Allows you to keep a close eye on individual cow condition for drying-off and mating.
- Non-slip weighing platform and robust load bars built are for tough environments.
- Use FlexiMobile for real-time monitoring of heifer nutrition when grazing.

Livestock Applications

- Keeps a close eye on individual cow condition for drying-off and mating.
- Real-time monitoring of weight gain/loss for fact-based decisions around nutrition.
- An effective weight management system is important to herd health and efficiently managing your herd.

Smart Farming combines connected devices and systems to manage your herd for optimum productivity and profitability. Routine weighing allows improved herd management and identifies top performers based on valuable data, year-round.

Grazing and supplementary feeding regimes can also be monitored to maximize efficiencies and monitor animal health by identifying weight gain/loss early to detect a health issue.

No matter herd location – pasture or paddock – you can count on Datamars Livestock. Even miles from your home.

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