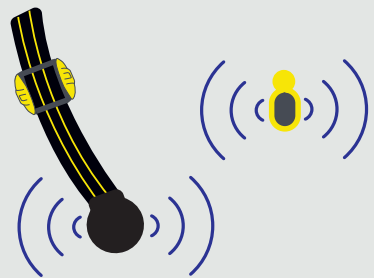## Did you know...

- Monitoring each cow's rumination, feeding, and resting could be abnormal activity.
- Active Tags/Collars identify cows in heat and can detect early health concerns before it becomes a larger problem.
- Data is reviewable on any smart device.
- It is quick to download, install and easy to use.

How Activity Monitoring Works

1
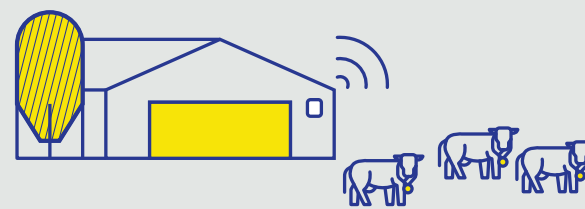Individual cow behavior is recorded 24/7 and linked to each animal's EID Tag..

2
Cow behaviors are tracked based on cow position (standing and laying down) and state (ruminating, feeding, resting, etc.).

3
Data is automatically uploaded to the cloud any time an animal is within approximately 1,640ft of the Gateway.
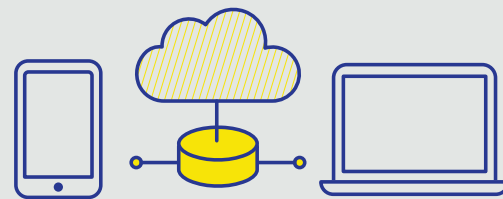

4
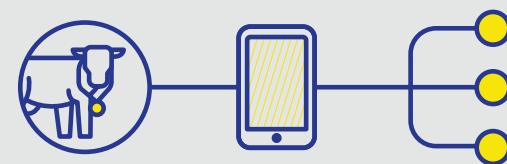Insights accessible via web or app on a user-friendly dashboard.

5
Access data anywhere with the Datamars Livestock app. The cloud-based system works on any internet-connected device.

6
All behavioral data, heat, and health insights are integrated through the app and can be easily shared with third parties, including veterinarians, AI technicians, and more.

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Tru-Test™
DATAMARS

Cow Monitoring
Solutions
with Tru-Test Active Tag

Early issue detection. 24/7 monitoring. Data-driven decisions. Reduce stress. Save time. Solutions that work.

Active Tag Collar

Product ID	986 0000-507
Dimensions	3.11" X 2.76" X 1.22"
Collar Strap	1.57" (width)	4.27' (length)
Weight	2 lbs
Storage Capacity	10 days (if out of Gateway range)
Read Distance	1,640'
Battery Life	8-years
Advantages	• Quick & Easy Installation • Reusable from Cow to Cow • Remote Firmware Updates • Long-lasting Retention

Active Ear Tag

Product ID	986 0000-369
Dimensions	1.46" X .59" X 2.68"
Weight	.88 oz
Tag/Tagger	Z Tags Male or No-Tear-Tagger™
Storage Capacity	10 days (if out of Gateway range)
Read Distance	1,640'
Battery Life	5-years
Advantages	• LED Light Indicator • Quick Installation • Reusable from Cow to Cow • Remote Firmware Updates • Long-lasting Retention

Farm Network Gateway

Product ID	880 0004-609 (LTE, Ethernet, WiFi) 880 0004-658 (Ethernet, WiFi)
Dimensions	4.7" X 4.7" X .8"
Internet Source	Ethernet, WiFi, LTE (all in each unit)
Power Source	AC Plug Power Socket
Read Distance	1,640' (radius)
Advantages	• 1 Gateway can communicate with up to 5,000 cows • Add more Gateways for a larger coverage area • ONLY Direct to Cloud-based Monitoring Solution for Reliable Data Retrieved in Real-time • Quick Installation • Remote Firmware Upgrades

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Cow Monitoring Solutions

Smart Tools for Strategic Asset Management

We have a world-class reputation for developing rugged and dependable hardware, along with innovative smart technology that enhances on-farm decision-making and profitability.

Tru-Test Active Tag is supported by extensive global trials and has demonstrated its value through successful installations worldwide, in both pasture and barn operations. These solutions alleviate stress, save you time, and provide 24/7 real-time insights to support effective decision-making.

Heat Detection

• Detect heat cycles accurately and with greater certainty; even silent heat cycles
• Improve breeding performance with heat index and optimal AI window
• Maximize labor efficiency with identified cows
• Monitor heats at anytime, from anywhere

Group Activity

• Remove the guesswork of livestock management
• Understand group behaviors
• Monitor how management impacts group behaviors over time
• Identify individual under- and over-performing animals
• Create custom alerts when group behaviors change

Health Monitoring

• Track key insights and activities like rumination changes, increases in lying down, reduction in feeding or drinking, and much more.
• Detect early warning signs of a health event based on behavioral changes and to isolate the issue before it spreads throughout the herd
• Monitor the entire recovery period of a sick animal

Reproduction Reports

• Manage the full reproductive lifecycle with advanced reports and custom settings
• Ensure optimal condition at breeding by personalizing voluntary waiting period
• Monitor anestrous, irregular heats and pregnancy losses
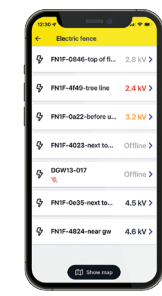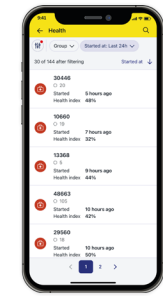• Accurately track events and Active Tag insights for decision making

ALL YOU NEED IS

GATEWAY | ACTIVE EAR TAG OR COLLAR | SMART DEVICE OR COMPUTER | OUR DATA LINK APP | WIFI

DAY 1
Device & Animal Data Available

DAY 3
Heat Detection Available

DAY 7
Health Alerts Available

DAY 14
Group Activity Available
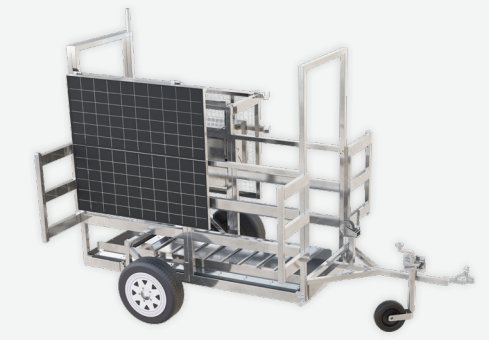
DAY 30
Reproduction Reports are live

Flexi Mobile 4000C + LTE US

✓ Real-time automatic weighing
✓ 100% Mobile Flexibility
✓ Fixed or rotational grazing
✓ Optimize weight gain before market through feeding regimes
✓ Complete Individual performance history to maximize production
✓ Remove guesswork for data-driven decision making
✓ Reduce livestock stress with fewer trips to the yard
✓ Track livestock against targets
✓ Identify top and bottom performers
✓ Share data with third parties
✓ Cloud-based software accessible any time, anywhere

Dairy WOW 4000 + LTE

✓ Track weights throughout lactation
✓ Develop nutrition strategies based on performance data
✓ Adjust nutrition to extend peak milk phase
✓ Reduce treatment costs and risk of withholding period residual penalties
✓ Ensures cows maintain weight during early lactation
✓ Fully manage the reproduction cycle to increase pregnancy
✓ Identify rapid weight gain or loss early to minimize disease or lame animals
✓ Maximize labor efficiency and manage only cows requiring attention

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Flexi Mobile 4000C + LTE US

Product ID	880 0004-803, LTE-US
Dimensions	8.2' X 7.2' X 8.2'
Weight	1,430 lbs
Connectivity	Solar, 4G and WiFi
Product Subscription	LTE/WiFi License Fee 880 0004-801
Includes	• Flexi Mobile unit • Control unit • MP 600 load bars • Solar panels • EID reader and antenna • Exclusion cage • Wheel kit • Drawbar and winch system • Datamars Livestock subscription (licenses available)

Dairy WOW 4000 + LTE

Product ID	880 0004-796, LTE-US
Dimensions	2.98' X .51' X 8.235'
Weight	550 lbs
Connectivity	Mobile and WiFi
Product Subscription	LTE/WiFi License Fee 880 0004-801
Includes	• Non-slip weighing platform • Control unit (4G, SAT, WiFi options) • Mains power system • EID reader and antenna • Datamars Livestock subsciption (licenses available)