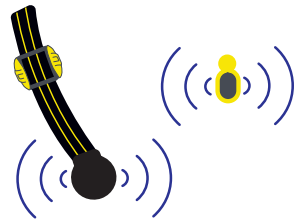
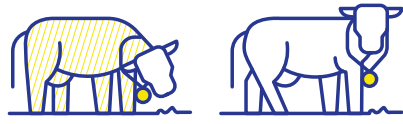


How Activity Monitoring Works

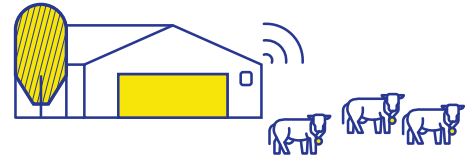
1 Individual cow behavior is recorded 24/7 and linked to each animal's EID tag.



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.



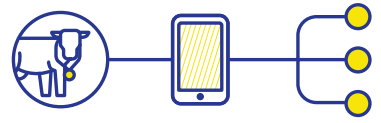
4 Insights accessible via web or app on a user-friendly dashboard.



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.



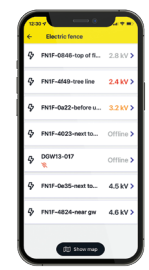
ALL YOU NEED IS



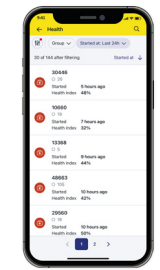
GATEWAY



ACTIVE EAR TAG OR COLLAR



SMART DEVICE OR COMPUTER



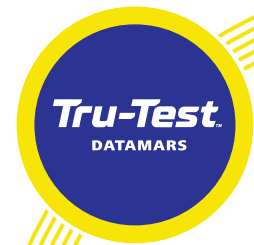
OUR DATA LINK APP



WIFI CONNECTION

VISIT [TRU-TEST.COM](https://www.tru-test.com)

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



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 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

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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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"
Power Source	AC Plug Power Socket
Read Distance	1,640' (radius)
Advantages	<ul style="list-style-type: none"> • 1 Gateway can support up to 5,000 cows • Add more Gateways for a larger coverage area • ONLY direct-to-cloud-based monitoring solution for real-time reliable data • Quick Installation • Remote Firmware Upgrades