

POWERED BY

DATAMARS  
**Livestock™**

**Tru-Test™**  
DATAMARS

# ***Cow Monitoring Made Easy***

***with Tru-Test Active Tag and Sort Gate***

# ***Real Insights in Real-time***





## ***Maximize Labor***

Focus skilled labor on essential farm activities. Automated monitoring provides 24/7 oversight of cows, allowing staff to concentrate on effective cow management.



## ***Save Time***

Improves efficiency by prioritizing cows that need attention, providing automated insights into heat, health, reproduction issues, and more.



## ***Promotes Welfare***

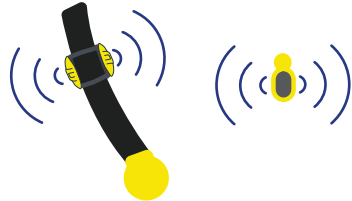
Identifies potential issues early and helps to prioritize activities to improve welfare and performance.



***Analyzes Behaviors for  
Actionable Insights***

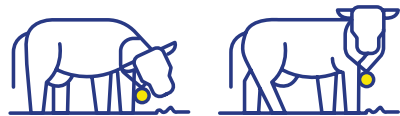
1

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



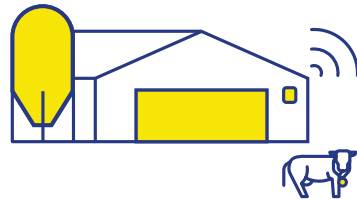
2

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 1,500ft of the Gateway.



4

Insights accessible via PC or smart phone on a user-friendly dashboard.



# Heat Detection



Accurately detects animals in heat, delivers real insights in real-time—even silent heats

- ✓ Analyze individual cow behavior and compare against group activity
- ✓ Improve breeding performance with accurate heat detection
- ✓ Maximize labor efficiency
- ✓ Monitor heats anytime, anywhere

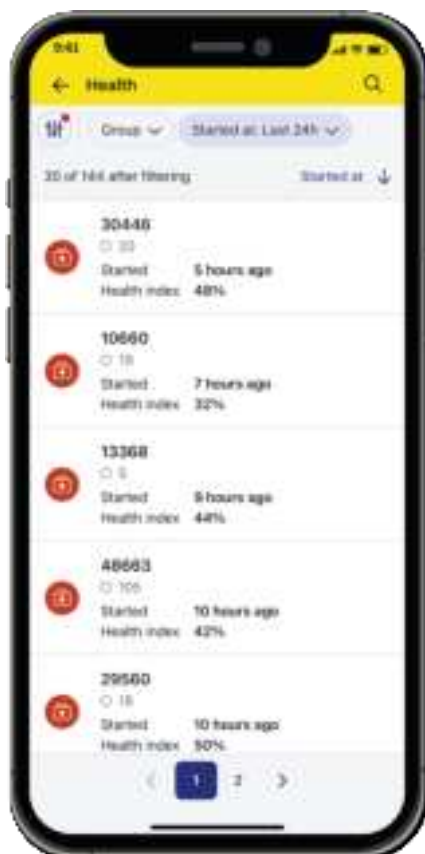


# Health Monitoring



Monitors key insights, including subtle behavioral changes, to help prevent potential health issues

- ✓ Tracks and monitors key insights, including rumination, feeding, resting, other, standing, and lying
- ✓ Detects subtle behavioral changes, providing early warning signs amidst normal activities
- ✓ Monitors recovery period



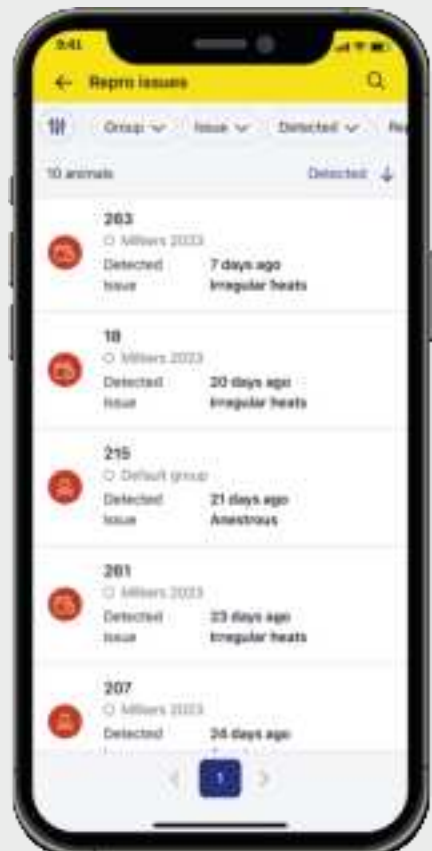


# ***Reproduction Reports***



Effortlessly manage the entire reproductive lifecycle with intuitive reports and customizable settings

- ✓ Manage the full reproduction lifecycle
- ✓ Ensure optimal conditions for breeding program with customization
- ✓ Accurately find animals that need intervention



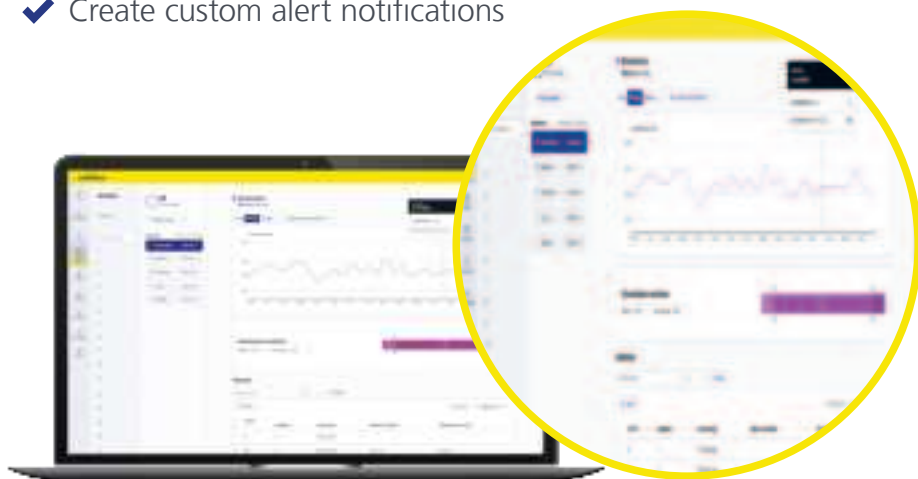


# ***Group*** ***Activity***



Replaces the guesswork with informed data-driven decision-making for effective herd management

- ✓ Monitor key insights, history and their impact on group activities
- ✓ Identify individual under- or over-performing animals
- ✓ Create custom alert notifications



# System Components

Every system starts with a Farm Network Gateway which receives animal behavior information from the Active Tag and sends it to the Datamars Livestock Cloud software for analysis.

Active Tag comes in two models: Ear Tag or Collar Tag. Both are rugged, reliable, and built to last. Simply choose your preferred installation method.

## ALL YOU NEED FOR ACTIVITY MONITORING



GATEWAY



EAR TAG OR  
COLLAR TAG



SMART PHONE  
OR PC



DATAMARS  
LIVESTOCK APP



WIFI  
OR LTE

## Active Tag Ear Tag

|                   |   |
|-------------------|---|
| Product ID        | 986 0000-369  |
| Dimensions        | 1.46" X .59" X 2.68"  |
| Weight            | .88 oz  |
| Compatible Tagger | Z Tags No-Tear-Tagger™ or Universal Tagger  |
| Storage Capacity  | 10 days (if out of Gateway range)   |
| Read Distance     | 1,500ft   |
| Battery Life      | Up to 5-years   |
| Features          | <ul style="list-style-type: none"><li>• LED Light Indicator</li><li>• Quick Installation</li><li>• Reusable from Cow-to-cow for Retention</li><li>• Remote Firmware Updates</li></ul> |



## Active Tag Collar Tag

|                  |  |
|------------------|--|
| 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<br>(if out of Gateway range)   |
| Read Distance    | 1,500ft  |
| Battery Life     | Up to 8-years  |
| Features         | <ul style="list-style-type: none"><li>• Quick &amp; Easy Installation</li><li>• Reusable from Cow-to-cow for Retention</li><li>• Remote Firmware Updates</li></ul> |



## Farm Network Gateway

|               |   |
|---------------|---|
| Product ID    | 880 0004-609 (LTE, Ethernet, WiFi)<br>880 0004-658 (Ethernet, WiFi)   |
| Dimensions    | 4.7" X 4.7" X .8"   |
| Power Source  | AC Plug Power Socket  |
| Read Distance | 1,500' (radius)   |
| Features      | <ul style="list-style-type: none"><li>• 1 Gateway can support up to 5,000 cows</li><li>• Add more Gateways for a larger coverage area</li><li>• Quick Installation</li><li>• Remote Firmware Upgrades</li></ul> |



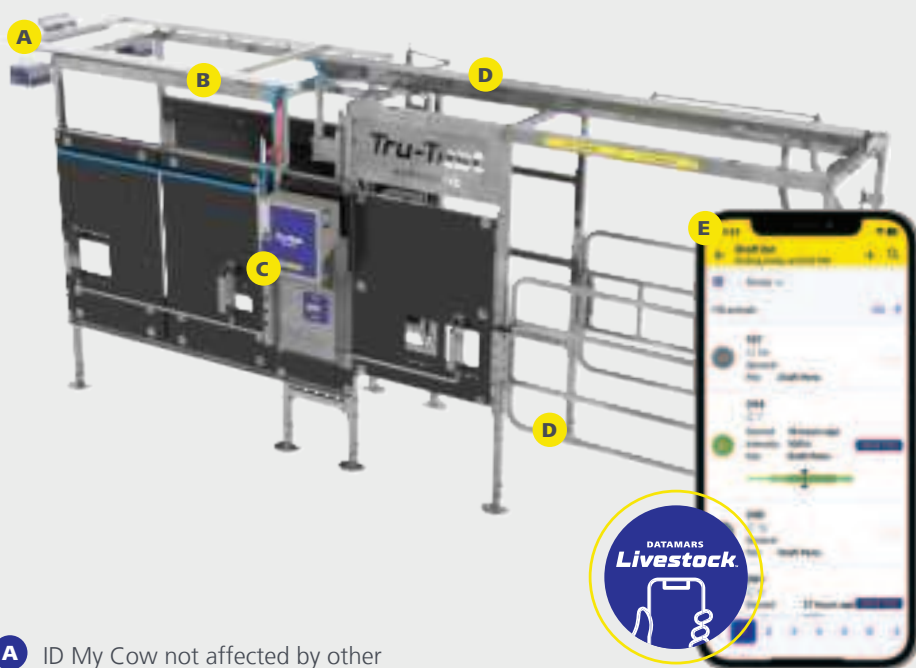


# ***Reliable Automated Sorting***

## **with Tru-Test Dairy Sort Gate**

A precision-engineered solution for reliable, automated sorting. This system accurately and efficiently sorts cows using our exclusive ID My Cow technology – Active Tag Ear Tag or Collar Tag – in conjunction with insights from Active Tag and other customized external lists, creating a fully integrated system. It is noise resistant to the surrounding environment, a common issue with other EID sorting systems. It can even sort untagged cows from the herd for an optimal sorting solution.

- Exclusive ID My Cow technology
- Full integration of sorting, activity monitoring & herd management
- Disregards environmental noise
- Sort Non-ID Cows
- Minimal disruption to cow flow
- Reduce lock up time and workload
- Manage cows by exception
- Create customized sorting lists based on active insights (e.g., reproduction, health, group, other pre-sets)
- Reduce workload and increase operational efficiencies
- Service and technical support for the life of the system



- A** ID My Cow not affected by other equipment during milking process
- B** Enclosed rail system provides durable protection against environment, reducing maintenance
- C** Sort cows by ID My Cow & Active Tag
- D** Pneumatic-exhaust muffling for cow comfort including soft close gates
- E** Programmable lists for cow sorting based on insights

# ***Service & Support***

## ***Every Step***

When you invest in a Tru-Test solution, we're with you every step of the way.

As your dedicated partner, we work alongside you to enhance business efficiency and seamlessly integrate our solution into your operation. Whether your needs are simple or complex, we're here to help you maximize the value of our integrated solution alongside your preferred herd management program.





## **JOE SATTLER**

J&J PICKART DAIRY

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"We are running just under 40%. I believe when we started with the tags around 3 years ago, we were about 30 or 31% pregnancy rate.

Last fall, we had a 3 week stretch at 54%, which I didn't think was even possible."



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***Livestock***<sup>™</sup>



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**VISIT TRU-TEST.COM**

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