

Tru-Test™
DATAMARS

Tru-Test Fence Monitoring System



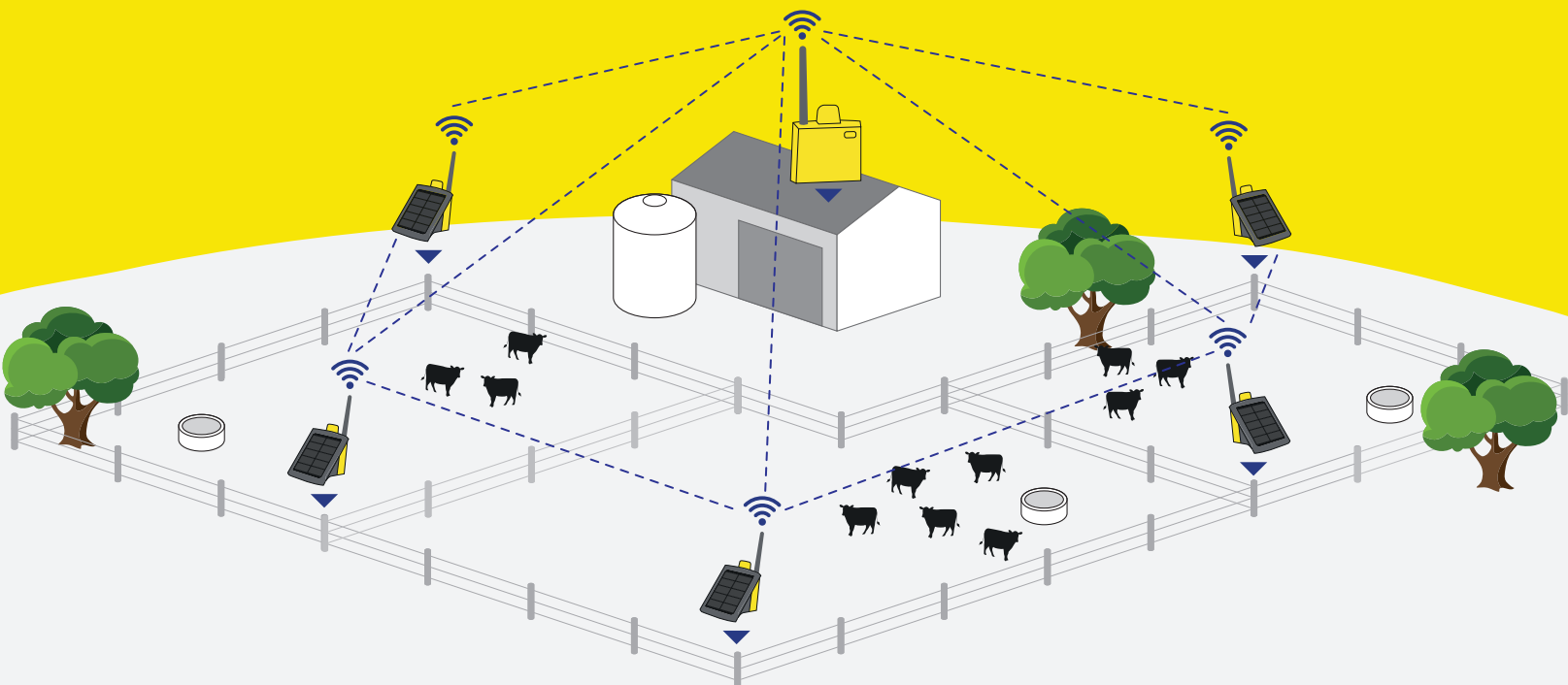
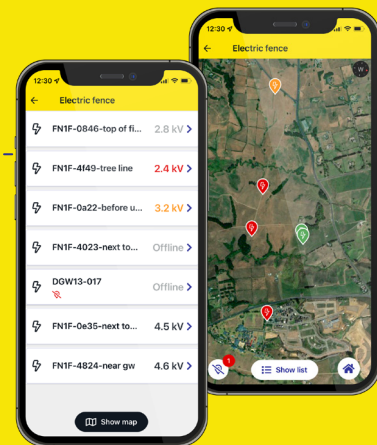
LAUNCH PACK

Smart Fencing

Solar-powered nodes, placed at maximum 1,640ft increments along the fence line, continuously measure voltage and report it to the Farm Gateway. The Farm Gateway is placed outside near a house or shed and communicates to the Datamars Livestock: Farm Management app.

After installment, the producer can set up alerts when voltage drops below a minimum level. When this occurs, the node communicates a general location of the potential problem.

- LIVESTOCK CONTAINMENT:**
 Connects you any time; anywhere.
- FENCE REPAIR:**
 Instant notifications if an issue occurs, while understanding fence performance trends over time.
- TIME MANAGEMENT:**
 Reduces time locating issues and fixing faults.



Overview

Each system is comprised of a Farm Gateway and at least one Node. Nodes can be placed up to 1,640ft line of sight of Farm Gateway or another Node. The Farm Gateway can handle up to 50 nodes within a system.

DATA USAGE

- 1 Farm Gateway & 1 Node: 10 MB/per day
- Additional Node: 1.5 MB/per day



Farm Gateway



Node

| SPECIFICATIONS |
|--|
| ✓ Collates information from Nodes |
| ✓ WiFi/Ethernet Connection |
| ✓ Bluetooth® low energy setup |
| ✓ 12-hour Internal battery back-up |
| ✓ Up to 1,640ft of radio frequency communication distance to Nodes |
| ✓ LEDs to indicate operation |
| ✓ Easy mount to barn or house wall |
| ✓ Weatherproof |
| ✓ 100-240 V power adaptor for continuous operation |

| SPECIFICATIONS |
|--|
| ✓ Measures up to 12,000 V |
| ✓ Records a measurement every 2 minutes |
| ✓ 2W solar panel for year-round operation |
| ✓ Up to 10 days no sun operation battery for low sun conditions |
| ✓ Up to 1,640ft of radio frequency communication distance to Gateway/Nodes |
| ✓ LEDs to indicate operation |
| ✓ Easy mount to wood or steel post |
| ✓ Weatherproof |

Technical Specs & Tools



Farm Gateway

| GATEWAY SPECIFICATIONS | |
|--------------------------|---|
| SKU | 880 0004-541 |
| UPC (each) | 9414731441925 |
| Description | Fence Monitoring Gateway |
| Dimensions | 7.5" x 3" x 10.625" |
| Product Weight | 1.7 lbs |
| Carton | 4 (7.4 lbs) |
| Carton Dimensions | 8" x 13" x 11.125" (7.45 lbs) |
| Includes: | <ul style="list-style-type: none"> • Farm Gateway • mounting screws • wood post screws |



Node

| NODE SPECIFICATIONS | |
|--------------------------|---|
| SKU | 880 0004-540 |
| UPC (each) | 9414731441918 |
| Description | Fence Monitoring Node |
| Dimensions | 10.5" x 5.5" x 12.25" |
| Product Weight | 2.7 lbs |
| Carton | 4 (7.4 lbs) |
| Carton Dimensions | 22" x 11" x 13" (12.4 lbs) |
| Includes: | <ul style="list-style-type: none"> • Node • Mag Key • mounting rod |

- REQUIRED TOOLS:**
- Smart phone with Datamars Livestock app installed
 - Cordless drill
 - Phillips drill bit
 - 10mm hex socket bit
 - 10mm wrench
 - Wire cutters
 - Wire strippers

- HELPFUL TOOLS:**
- Binoculars
 - Compass
 - Zip ties
 - Hose clamps
 - Hammer
 - Tape measure

Features & Questions

NO OTHER SYSTEM LIKE IT

- Instant voltage readings via smart phone
- Works with any brand of energizer
- Nodes record up to 12,000V
- Up to 1,640ft of radio frequency per Node within line of sight
- Extend sections monitored by adding nodes; 1 Farm Gateway & up to 50 Nodes per system
- Ability to cover large areas of land; designed for remote locations
- Only brand-independent system available
- Cloud-based data storage; 24/7 fence coverage and access
- Farm Gateway connects by WiFi or Ethernet
- Easy update process
- Programmable Firmware upgrades
- UV stabilized hardware
- Tough weatherproof enclosure; durable and made to last
- LEDs & in app instructions for easy install

FREQUENTLY ASKED QUESTIONS

| | |
|---|---|
| Does the system monitor amps? | No - No additional benefit gained. |
| What can you do in the web app? | <ul style="list-style-type: none"> • Register your farm • Invite additional users • Change admin permissions • Change detailed notifications settings |
| What can you do in the mobile app? | <ul style="list-style-type: none"> • Update GPS location of Farm Gateway & Nodes • Change voltage thresholds • Update names • Update WiFi network • Adjust notifications |
| Does each Node need a full ground rod? | No - You'll need a short ground rod to mimic the conditions of the fence. |
| What happens if Mag Key is lost? | Can substitute with a refrigerator magnet. |
| How long is the warranty? | 3-year warranty; not including lightning strikes |

Analysis & Strategy

| FEATURE | Tru-Test | Gallagher | Fence Alarm |
|--|----------|-----------|-------------|
| Works with any brand of energizer | ✓ | ✗ | ✓ |
| Large Coverage Area | ✓ | ✗ | ✓ |
| Works regardless of weather condition | ✓ | ✗ | ✓ |
| No Subscription Necessary | ✓ | ✗ | ✗ |
| Radio frequency communication (no cell signal required) | ✓ | ✗ | ✗ |

SUPPORTS SMART FARMING PORTFOLIO

- ✓ Fence Monitoring broadens Smart Farming products
- ✓ Emphasizes the importance of livestock containment and resource management

RETAIL SUPPORT

- ✓ Marketable to lifestylers with land away from home
- ✓ Easy LEDs and in-app installation instructions
- ✓ In-store POP
- ✓ Video support for store employees

PRODUCTION

- ✓ Improves efficiency for cattlemen using electric fencing daily
- ✓ Benefits crop farmers with needs to fence property
- ✓ Addresses electric fence challenges

Key Message

| | Retail | Production |
|-------------------------|---|---|
| Target Audience | Lifestylers that own land away from home | Operations that check fences on a daily/weekly basis |
| Key Sales Points | <ul style="list-style-type: none"> • Instant alerts • Check fences with ease • Save time & money with phone notifications; no driving • Latest technology | <ul style="list-style-type: none"> • Reduces labor and time manually checking fences • Identify problems quickly • Works with any brand of energizer |
| Core Messaging | Any energizer. Anytime. Anywhere. | You have enough to worry about and challenges to attend to, Tru-Test Fence Monitoring provides you the peace of mind from the convenience of your phone. Spend time on what really matters. |

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800.433.3112 | livestock.datamars.com

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