

A vibrant, cartoon-style illustration of a black and white cow with a wide, happy grin, showing its teeth. The cow is standing in a lush green field. In the background, there's a barn and rolling hills under a bright blue sky with wispy clouds and a sunburst effect on the right side. The entire scene is framed by a blue, wavy border at the bottom.

# LET'S PROTECT COWS' HEALTH

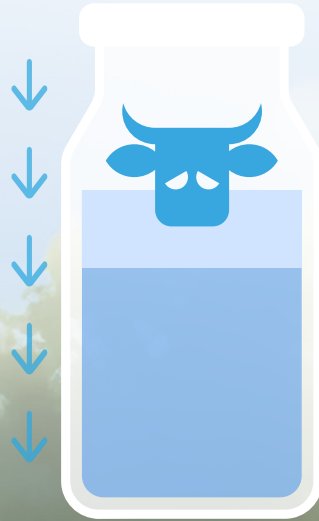
The logo for WiCow, featuring a stylized blue Wi-Fi symbol above the word "wiCOW" in a bold, sans-serif font. The "wi" is blue, and "COW" is black.

**wiCOW**  
The Smart Stockbreeding

**Cow and calf mortality**  
impacts negatively  
**the milk production chain.**

Due to mortality,  
in milk production  
the annual loss per cow  
is on average

**500 EUR**



**45 mio**  
Cow Loss/Year

**75 mio**  
Calf Loss/Year

As of 2024 the global cattle population is approximately **1.5 billion ahead**.  
Assuming an average mortality **rate of 5% for calves** and **3% for cows**.

## Individual Cow Monitoring for Healthier Cows

*wiCow's AI-powered Tsens offers precise individual cow monitoring with high-accuracy body core temperature, metabolism-based subclinical detection, and real-time updates every 4 minutes, ensuring early warnings for fever, calving, estrus and heat stress.*

### Health Monitoring

It aims to monitor health, the most important aspect of animal welfare, through the animal's body temperature, ensuring early diagnosis of diseases in the subclinical stage and reducing the use of antibiotics.

### Calving Process

Tsens alerts the user 24 hours before the birth, ensuring the calf is born healthy and colostrum is provided at the right time to strengthen its immune system. After birth, it detects issues like mastitis, which reduce milk production, at an early stage and notifies the user.

### Estrus Detection

Tsens sends a notification to the user through the app at the right time of estrus, reducing multiple insemination attempts and lowering insemination related costs.

### Heat Stress Detection

It quickly detects heat stress, which reduces milk production and reproductive performance, through real-time temperature monitoring and the reports it generates.



# Which periods is Tsens used?

## Pre-partum Tracking

### 24-hour advance calving notice

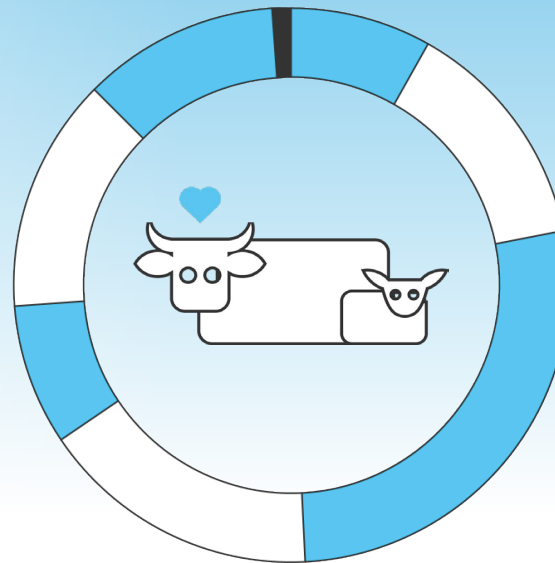
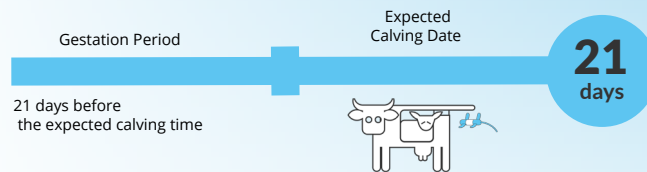
Helps planning. Possibly indicates difficult calving after the predicted due time

### Calving alert

Prevents missing the colostrum feeding.  
Allows for timely assisted calving when needed

### Fever alert

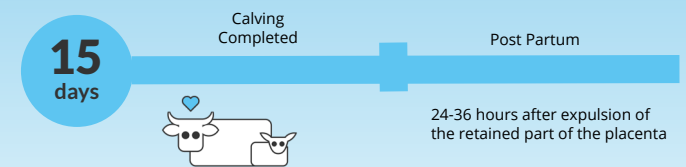
Helps early diagnosis, eliminating fetal harm



## Post-partum Tracking

### Fever alert

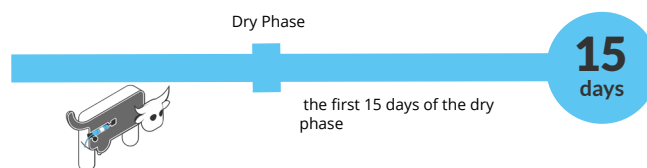
Allows for early diagnosis and treatment of infections and conditions in the sub-clinical phase.  
Helps detect full-recovery, allowing early return to the milking phase



## Dry Phase Tracking

### Fever alert

Possibly indicates infection or other health condition. Allows for early diagnosis and treatment in the sub-clinical phase



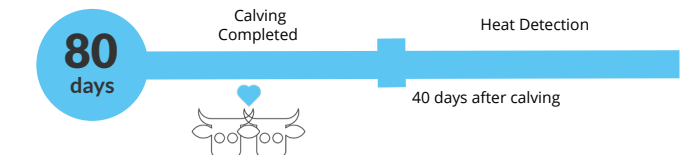
## Heat Tracking

### Heat alert

Helps detect best time for insemination, shortening the reproductive cycle by up to 20 days

### Fever alert

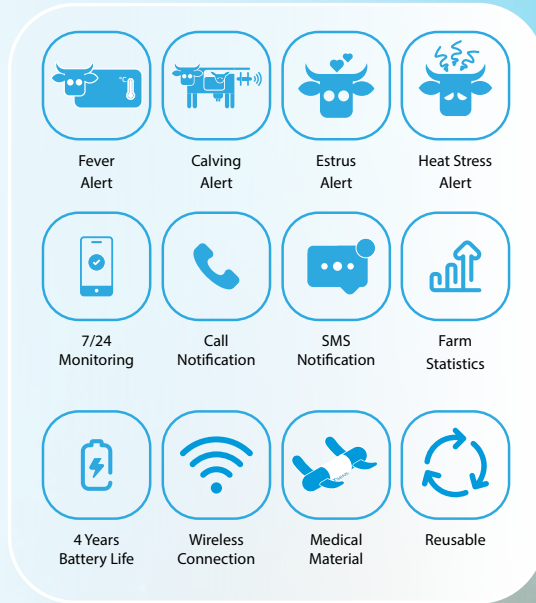
Allows for early diagnosis and treatment of infections and conditions in the sub-clinical phase.





# Achieve Better Work-Life Balance

*The wiCow system continuously analyzes real-time data, instantly alerting users via the app during fever, calving, estrus and heat stress events. This enhances efficiency and improves farmers' work-life balance.*



**Biohof Beuel Farm**  
wiCow Farm since 2019  
427 Healthy Calving

"Thanks to wiCow Tsens system, we were able to keep track of pregnancy/fertility and calving phases together with fever and heatstress (constantly) 24/7. It gives reliable data for health monitoring and definitely optimizes our operational processes. Viva wiCow!"



**Engelshof Farm**  
wiCow Farm since 2019  
558 Health Calving

"We prefer wiCow Tsens system, because it's very user friendly and we can easily implement it to our herd management. Because our herd is composed of mostly mature cows and we see milk fever disease a lot. Tsens is a must-have product for us to detect it early and take necessary precautions."



**Dr.Möo Farm**  
wiCow Farm since 2021  
200+ Healthy Calving

"We are using wiCow Tsens for 2 and a half years and it's exactly what we need for health monitoring and calving. On March 2024, we began using Arienti's cooling and sprinkler system in barns and summer heat wasn't able to reduce our milk production since then. wiCow is part of our farm, part of our team and part of our family always."





# wicow

The Smart Stockbreeding

Healthier Cows, Higher Profit

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Think Smarter for Agriculture