

**Tru-Test™**

DATAMARS

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**Active Tag**

# Automated Heat & Health Monitoring



# Accurate automated heat detection and health monitoring you can trust

Active Tag solutions are designed to make your life easier, giving you peace of mind.

Tru-Test products maximise your breeding programme and are ideal for indoor or pasture-based dairy operations. This solution delivers world-class precision in heat detection to maximise mating and insemination, along with improving the health of your cows, herd and business.

## Save time

with simple, easy, intuitive installation.

## By your side 24/7


thanks to full access, any time, for an unlimited number of users.

## Reduce stress

and get peace of mind, while Active Tag does the monitoring.

## Focus on other tasks

while we do the monitoring, giving you more freedom.





## Effective breeding programs give you peace of mind for a good night's sleep

### We take care of the monitoring stress...

Timely and accurate information allows you to align insemination and mating with peak heats, giving you the best chance for a cow to get in calf at her earliest cycle and maximise production.

Increase early and accurate heat detection with world-class precision by using Tru-Test's automated smart technology to monitor animal behaviour in and outside the dairy 24/7.

**so you and your staff can rest & recharge with peace of mind.**

## Early Detection of Health Events

### Saves you time & money

Health Alerts lead to:

- Identifying health issues earlier.
- Performing targeted veterinary treatments earlier.
- Reduce treatment costs
- Prevent impact on milk production
- Reduced mortality rates

Each health issue costs on average

**€243\*** per annum

Source: Journal of Dairy Science

\*As at 18/01/22

# Introducing Tru-Test Active Tag Automated Heat and Health Monitoring

**Leveraging the latest technology...**

Tru-Test Active Tag Collar & Ear solutions use smart technology with the power of advanced computational modelling and machine learning to detect reliable heat information with world-class data.

Accurate heats are detected faster and with greater certainty and even less expressive heats may be detected.

Dairy farmers can be alerted in real time and prior to cows entering the dairy shed.

**so you receive accurate, specific & actionable insights.**

# Advanced insights & easy-to-understand intelligence

**Insights tailored to your cows, herd & farm ecosystem...**

All animal behaviour data is captured and processed with advanced computational and machine learning methods to provide accurate heat and health insights.

Like all Tru-Test solutions, Active Ear Tags and Collars are grounded on accurate, reliable measurements to streamline activity and deliver timely, easy-to-understand intelligence straight to the fingertips of producers.

**helping improve your pregnancy rate and overall business sustainability.**

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See how animals are performing against on-heat detection, in-calf, top and bottom performers via simple graphs and charts.

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Automatically receive heat information as cows come into a 300 – 500 metre range of the data gateway (mounted at the dairy shed/site).

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Instantly share data with staff, vets or consultants, without emailing.

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Access your data from any device with an internet connection with Datamars Livestock Live cloud software.

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Compatible with Auto-drafters.



# How it works

## By your side 24x7...

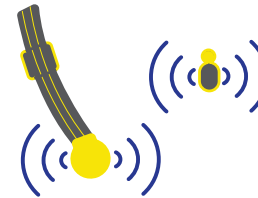
For today's dairy businesses the Tru-Test Active Tag provides early detection and warning for individual and herd health events. Through the consistent, regular monitoring of animal and herd status you **saving time and reducing key expenses, such as treatment costs.**

1



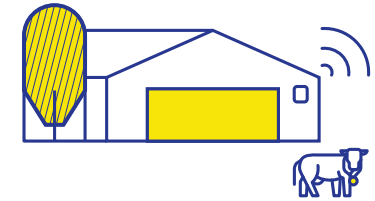
Cow behaviours are tracked based on cow position (standing and laying down) and state (ruminating, feeding, resting).

2



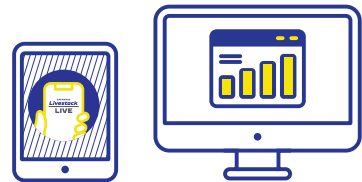
Individual cow behaviour is recorded 24/7 and linked to each animal's EID tag.

3



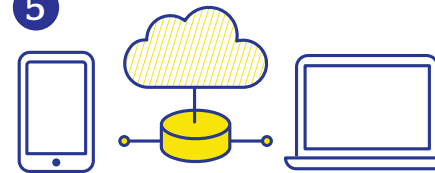
Data is automatically uploaded to Datamars Livestock Live any time an animal is within approximately 500 metres of the dairy via a data gateway mounted at the dairy shed.

4



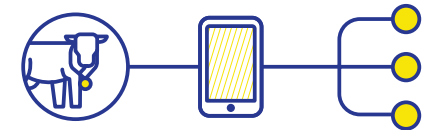
Insights are accessible via the web or mobile app and displayed on an easy-to-understand dashboard.

5



Access data from almost anywhere. Datamars Livestock Live is a cloud-based online program so your on-heat data is accessible from any device with an internet connection.

6



All behaviour data, heat and health insights are integrated through Datamars Livestock Live and can be easily shared with third parties including veterinarians and AI technicians.

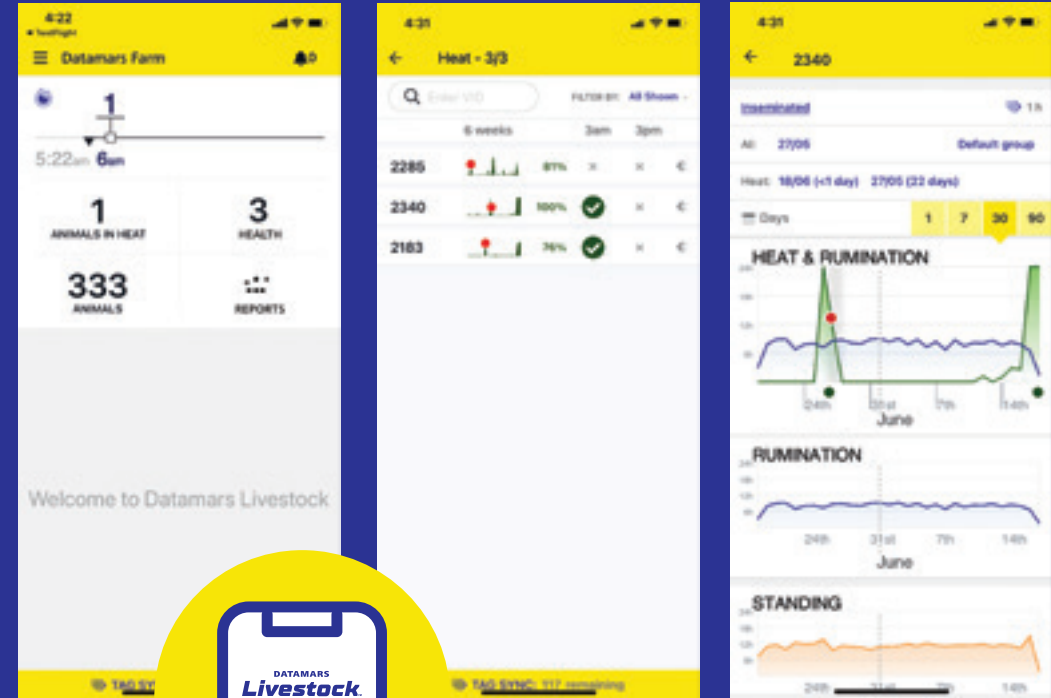
# Monitor heat from wherever you are

By your side 24x7

See how animals are performing against on-heat detection, in-calf, top and bottom performers via simple graphs and charts.

View heat data history on individual animals or groups.

Easily print or download reports and graphs in common file formats.



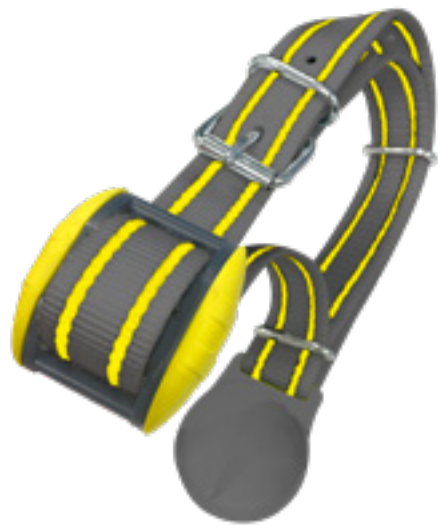


# Active Tag Collar & Active Tag Ear

## What is magnetic activation?

Magnetic activation provides simple, easy and robust activation and deactivation for Active Tag devices.

This helps preserve battery life, provides a unique option to adjust your data capture as your herd & business flexes, and ensures your reports are clean and free of unnecessary (or blank) data.



### Tru-Test Active Collar

**Weight:** around 100g

**Dimensions:**

79.55mm x 69.60mm x 31mm

**Collar strap:** 40mm width

**Battery life:** 5 years warranty

**Light indicator:** LED

**Reading distance to ATG gateway:**

500m Radius

**Advantages:**

long life, highly secure to cow

Durable, lightweight and battery-operated.

Once secured, they don't need to be removed.



### Tru-Test Active Ear Tag

**Weight:** ~25-30g

**Dimensions:**

36.9mm x 14.5mm x 68.4mm

Compatible with Z Tags male tags and No-Tear-Tagger™

**Battery life:** 3 years warranty

**Light indicator:** LED

**Reading distance to ATG gateway:**

500m Radius

**Advantages:**

fast attachment, easily interchangeable

# Farm Gateway

Best-in-class technology platform



**Dimensions:**

120mm x 120mm x 20mm

**Transmission:**

500m, 360 degree, line-of-sight data transmission

**Number of animals:**

Full coverage for up to 5,000 animals per Gateway

**Communication:**

Auto-synchronizing, overlapping Gateways to maximise coverage

Real-time communications via LTE (4G) or WIFI

# Support at every step



## We are here to help...

Once you purchase our Heat Monitoring solution, we won't leave you high and dry at the farm gate. We'll partner with you to improve your business outcomes, helping you at each step to integrate the technology into your business.

## so you can focus on your business.

Whether your needs are simple or more complex, our support team are there when you need us, from getting started to maximising the use of your solution, including integration with your chosen herd management system.

Tru-Test Automated Heat Monitoring with Active Ear Tags and Active Collars is supported by Agtrac, a trusted expert service and support provider, and Datamars Livestock specialists. [agdata@datamars.com](mailto:agdata@datamars.com)

Plus, our 24/7 online Help Centre gives you answers to your questions when you need it, no matter where you are.

[support.livestock.datamars.com](http://support.livestock.datamars.com)





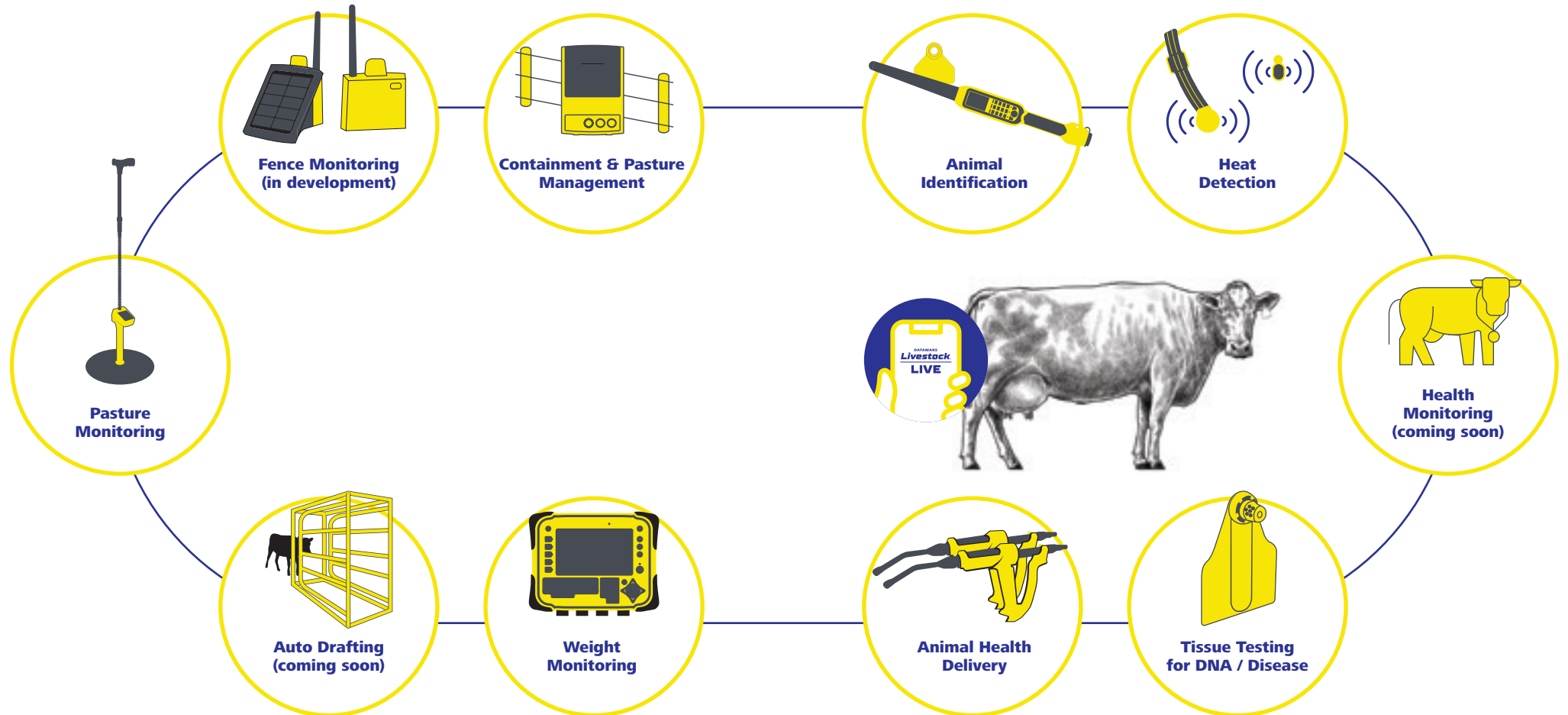
# Trust Tru-Test

Tru-Test has a longstanding reputation of delivering accurate performance data with over 60 years of bringing dairy and livestock innovations to market.

We have a world-class reputation for developing rugged reliable hardware and world-class smart technology for better farm decision-making and on-farm profitability.

Like all Tru-Test solutions, Tru-Test Automated Heat & Health Monitoring is backed by extensive global trials across pasture and barn operations, utilising machine learning algorithms.

# Our integrated dairy portfolio



## Active Tag

*Scan the code to  
find out more!*



[offers.datamars.co.uk/active-tag](https://offers.datamars.co.uk/active-tag)

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