

BetterBeef

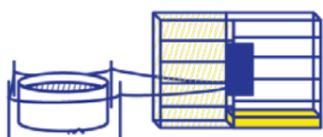
MOBILE & AUTONOMOUS

**WOW in-paddock weight
monitoring solutions**



1800 641 324
farmingmadebetter.com

Walk Over Weighing & Walk on Weighing (WOW)



1 Place the unit near a water trough or use an attractant.



2 Depending on the configuration, livestock walk across or on to the weigh platform.



3 The electronic identification ear tag is scanned and the animal weight is matched to this.



4 Algorithms calculate the animal's liveweight and adjusts for gutfill.



5 Data is processed and delivered through online software, Datamars Livestock Live, that translates daily weighing data into easy-to-understand reports and charts.



6 Powerful insights are generated to help identify trends and better manage your livestock year-round.

Accurate, Mobile & Agile

Tru-Test Walk Over Weighing and Walk On Weighing (WOW) is a world-class in-paddock weighing solution.

Placed near a water source, or an attractant, livestock quickly adjust to weighing themselves daily by walking over, or on, the WOW structure.

Delivering accurate, real-time insights and data based on individual animal weights and group averages, the system is a combination of sophisticated, yet practical algorithms and robust hardware. Designed with ease-of-use and efficiency in mind, it's built to remove the guesswork from managing cattle.

Daily weighing data is transformed into clearly presented graphs and reports via the Datamars Livestock Live application*, which can be accessed on your smart device from anywhere in the world.

*Datamars Livestock Live WOW subscriptions includes access to software, data connection costs, unlimited data storage and online support.

- + Track animals against target weights
- + Improve herd management by identifying top and bottom performers early
- + Gain insight into weight trends and average daily gains for a group or an individual animal
- + Set drafting criteria remotely and view up-to-date draft numbers
- + New faraday cage on the Flexi 4000C for improved data integrity and accuracy
- + Manage supplement feeding regimes with accurate data and insights
- + Improve pasture management and animal productivity
- + Instantly share the latest data with third parties
- + Access your data from anywhere in the world using Datamars Livestock Live
- + Cellular and satellite connection options to suit any location.



Prime 4000C



The original remote WOW autonomous in paddock weighing system. Built to handle the toughest conditions and cattle the Prime 4000C enables daily visibility on cattle weight performance avoiding the need for mustering and handling.

Suitable for permanent and semi-permanent installations.

PrimeDraft 4000C



The PrimeDraft 4000C has all the features and benefits of the Prime 4000C, plus the addition of 3-way auto drafting. Draft files can be set up remotely and sent to the system to automatically draft the animals next time they come across the weigh platform.

Suitable for permanent and semi-permanent installations.

Flexi Starter 4000C



A customisable WOW option suited to unique applications such as feedlots and in-shed installations. Build your unit from the weigh platform, up.

Flexi Mobile 4000C



The NEW Flexi Mobile 4000C design is fully fabricated and can be deployed on-farm with ease.

The mobility kit allows you to move the unit between paddocks as needed.

Designed to tow behind any vehicle, it's easy to move and has flexibility to quickly set up in a 'walk over weighing' or 'walk on 4 foot weighing' configuration.

Ideal for use in temporary or semi-permanent applications.

FlexiDraft Mobile 4000C



The NEW FlexiDraft Mobile 4000C includes the addition of 3-way auto drafting. The mobility kit allows you to move the unit between paddocks as needed.

Designed to tow behind any vehicle, it's easy to move and quickly set up in a 'walk over weighing and drafting' configuration.

Draft files can be set up remotely and sent to the system to automatically draft the animals next time they come across the weigh platform.

Ideal for use in temporary or semi-permanent applications.



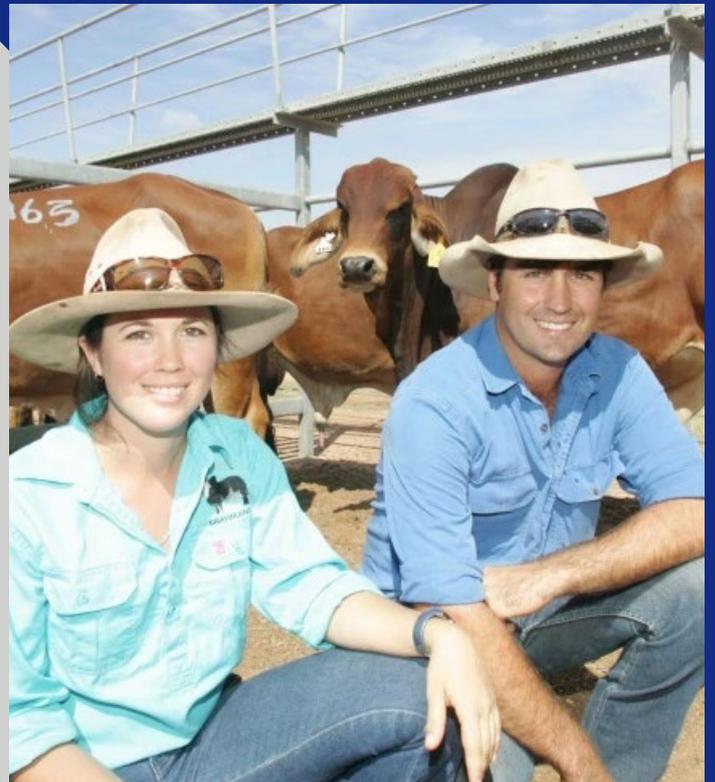
"We have easily repaid the investment through labour saving and reduction on stress handling and performance setbacks with our livestock."

"Initially I would have said return on investment was in the first 12 months, but I believe it is less than six."

Warren Salter, QLD

"The Tru-Test WOW system is a leader in its field that can withstand any Australian condition. It identifies exceptional performers and we can select accordingly. Being able to receive real-time data from anywhere in the world is also impressive."

Aticia Grey & Murray Grey, WA



For more information about our WOW systems, call us on 1800 641 324.