

DATAMARS
Livestock™

Tru-Test™
DATAMARS

Cow
Monitoring
Solutions

with Tru-Test Active Tag

tru-test.com

Insights from cow behaviour, working for you



REDUCE STRESS

for you and your cows by identifying potential issues early and automatically.



BY YOUR SIDE 24/7

with real-time insights, giving you more eyes on the farm with less labour.



SAVE TIME

by increasing efficiency, as you will know which cows need attention.



FOCUS ON OTHER TASKS

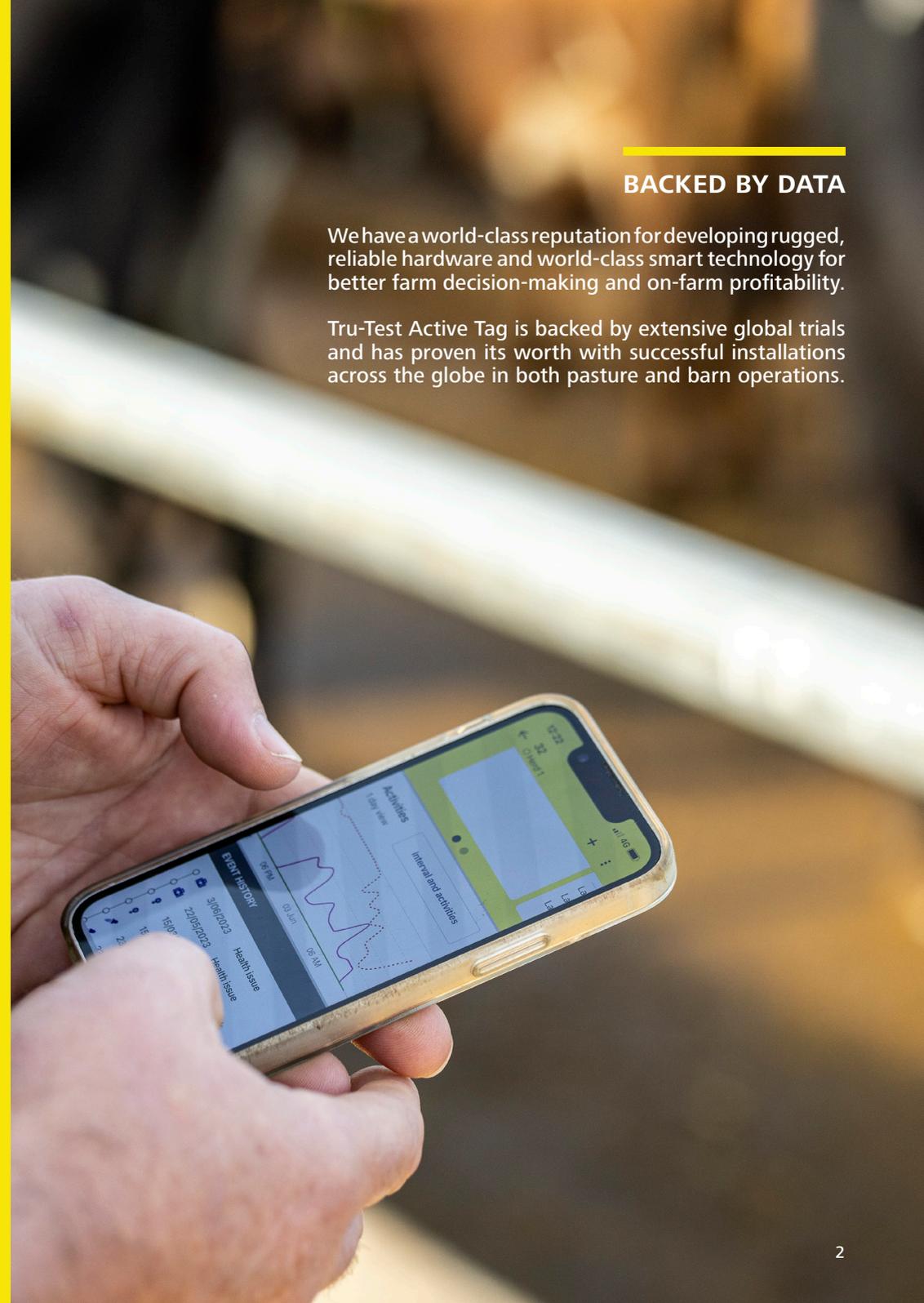
while we do the monitoring, giving you more freedom.

POWERED BY **DATAMARS**
Livestock.

BACKED BY DATA

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.

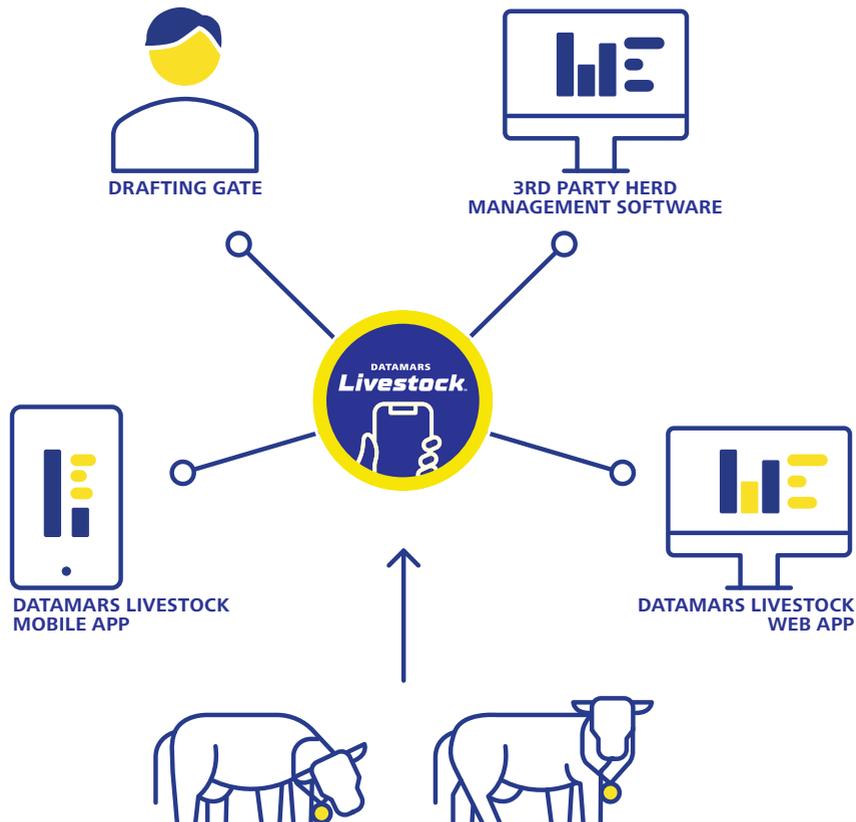
Tru-Test Active Tag is backed by extensive global trials and has proven its worth with successful installations across the globe in both pasture and barn operations.



How it works

SEAMLESS INTEGRATION

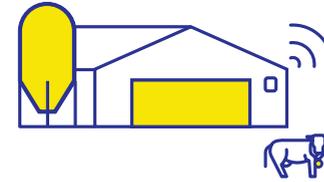
We integrate with 3rd party herd management software for seamless transfer of critical data.



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



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



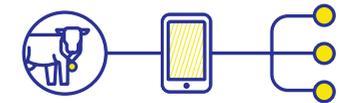
3 Data is automatically uploaded to Datamars Livestock any time an animal is within approximately 1,000 metres of the Gateway.



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 is a cloud-based online program so your data is accessible from any device with an internet connection.



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

Peak

Performance,

Sustainable

Cost.



CHRIS BRANDER
GM FOR DRIFFIELD FARMING

"It was more about taking pressure off the team, especially the management team – to have those guys working on the business but not stuck inside of it."

MICHELLE GOOD
OTOROHANGA FARM

"Technology helps support herd improvement. That is how we see the collars and Datamars Livestock fitting in to our business."

SARAH WOODLEY
FARM MANAGER FOR CLANDEBOYE FARM

"Everyone on the farm has instant access to a whole scope of heat and health information from the Datamars app."

GETH EVANS
STAFF FOR AURORA FARM

"We have had more time to bring the farm up to a higher level. We can focus more on farm and pasture management, and timing for crop paddocks. It's just made life a lot easier and given us room to get things done better."

Automated weighing

Tru-Test
DATAMARS

TRU-TEST DAIRY WOW 4000

- ⊕ Integrates easily with existing infrastructure and doesn't require additional labour.
- ⊕ Animals weigh themselves as they walk over the fixed-in-place platform.
- ⊕ No need to body condition score as weight insights give a complete performance history.
- ⊕ Datamars Livestock software is simple and easy to use and gives you access to weight insights in real time from anywhere.

The Dairy WOW 4000 works with milking routines to automatically collect weights daily, removing the challenges of manually weighing your herd.



Key features:

- Engineered for the dairy parlour environment to stand up to daily weighing
- Designed to handle high pressure cleaning procedures
- Non-slip walking surface
- Modular design for easy setup to suit all parlour types
- Comes in 4G, satellite, or Wi-Fi connection options to cover all regions

to learn more visit
tru-test.com

POWERED BY **DATAMARS**
Livestock

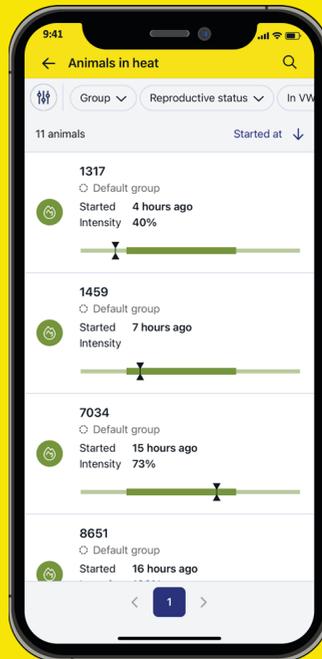
Heat Detection

IMPROVE YOUR HEAT DETECTION WITH OUR WORLD-CLASS SOLUTION.

Accurate heats are detected faster and with greater certainty. Even silent heats are often detected.

Timely and accurate information allows you to align breeding with peak heats, giving you the best chance for a cow to get in calf.

- ✓ Monitor heats from wherever you are with timely alerts
- ✓ Improve breeding performance with our heat index and optimal AI window
- ✓ Maximise labour efficiency by concentrating on identified cows and removing the need for manual heat detection

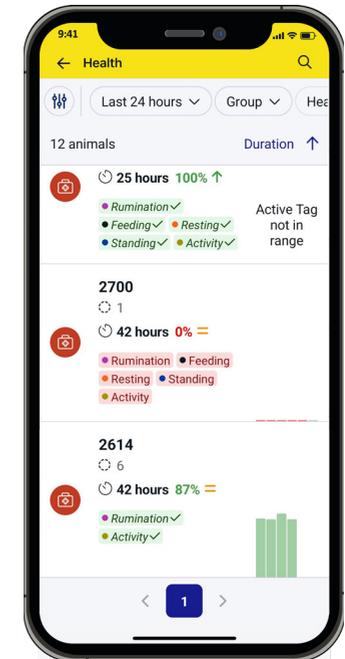


Health Monitoring

STAY AHEAD OF HEALTH ISSUES IN YOUR HERD, 365 DAYS A YEAR.

Our health monitoring detects subtle changes in animal behavior, providing early warnings about potential health problems to enhance cow welfare.

- ✓ We track key animal activities such as rumination changes, increases in lying, reduction in feeding changes and more
- ✓ Get early warning of a health event as soon as an animal changes behaviour
- ✓ Monitor the recovery of sick animals to ensure behaviour returns to normal
- ✓ Our system is like another set of eyes on the farm, giving you peace of mind that your cows are monitored 24/7



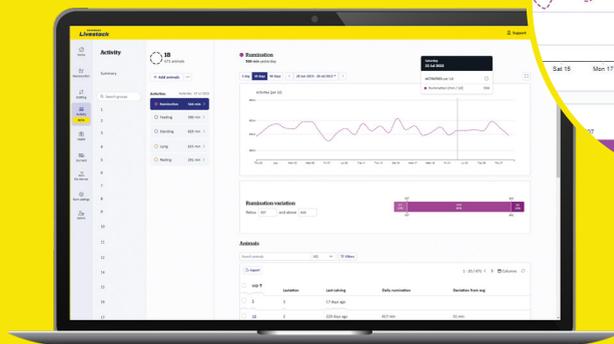
Group Activity



TAKE THE GUESSWORK OUT OF THE IMPACT OF CHANGES IN FARM MANAGEMENT.

Analysing your herd's behaviour by group can assist to:

- ✓ Monitor how changes in management are impacting group behaviour over time
- ✓ Create your own alerts when group activities change significantly
- ✓ Compare today's activities with the recent past to find problems with your farm routine
- ✓ Identify animals that are under or overperforming within a group



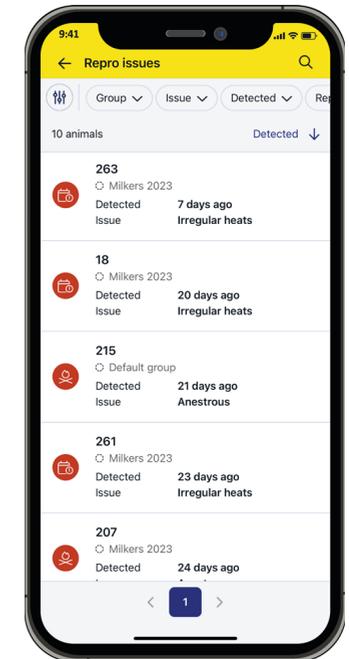
Reproduction Reports



MANAGE THE FULL REPRODUCTIVE LIFECYCLE WITH OUR ADVANCED REPRODUCTION REPORTS AND CUSTOMISABLE SETTINGS.

We monitor for anestrus, irregular heats and pregnancy loss.

- ✓ Ensure optimal condition at breeding by personalising voluntary waiting period
- ✓ Our repro status accurately reflects animal events and Active Tag insights, ensuring you make the right decision on each animal, every time
- ✓ Use our breeding report to find exception animals in your breeding activities, with powerful insights and filters



Support at every step

Once you purchase our Tru-Test Active Tag 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.

Technical Support – When and where you need it

From initial setup to advanced system integration, our Datamars Livestock Support Team is here to help you get the most out of your Tru-Test Active Tag solution.

24/7 Global Support:

From everyday questions to technical troubleshooting

Live Chat:

Available on our websites, powered by LISA, your virtual livestock assistant

Email Support:

sf-support@datamars.com

Tech Support Team (24/7):

0800 243 282

Self-help Resources:

support.livestock.datamars.com

Backed by years of on-farm expertise, our team can guide you through system integration, performance optimisation, and day-to-day operation — wherever you are.

System Components

FARM NETWORK GATEWAY

- Plug-and-play design for simple installation.
- Easy to install and virtually maintenance free.
- Up to 1,000 metres, 360 degree, line-of-sight range.*
- 2-year battery life.
- Full coverage for up to 5,000 animals per Gateway.
- LTE, Ethernet, & Wi-Fi connectivity options available.
- Dimensions 120mm x 120mm x 20mm.



TRU-TEST ACTIVE TAG COLLAR

- Holds 10 days worth of data.
- Up to 8-years battery life.
- Can be turned on and off.
- Weight - 850g for fully assembled collar (includes belt, weight, and tag).
- Dimensions 79mm x 70mm x 31 mm.
- Belt length 1.3m | width 40mm.
- Reassignable and reusable.



TRU-TEST ACTIVE TAG EAR TAG

- Holds 10 days worth of data.
- Can be turned on and off.
- Up to 5-years battery life.
- Dimension 37mm x 15mm x 68mm.
- Weight 25g.
- Reassignable and reusable.
- Tagger - compatible with Z Tags Male tags, Z2 No-Tear-Tagger™ and No-Tear Tagger™.



* UNDER OPTIMAL CONDITIONS

DATAMARS **Livestock**

OUR PRODUCTS WORK TOGETHER, BUT MORE IMPORTANTLY, THEY WORK WITH YOU.

We provide data-driven insights to help you make better-informed decisions. Z Tags provides robust, durable tools for visual or electronic identification. Our electronic tags work seamlessly with readers and scales by Tru-Test to accurately collect weights and other important data. Premium fencing tools by Speedrite, Stafix, PEL, and HAYES offer unique solutions for crop and livestock protection and pest deterrent.

At Datamars Livestock, our ecosystem works together to enable precision livestock management. Our family of brands gives us unique touchpoints on multiple areas of the farm. These solutions are underpinned by our Datamars Livestock software, a cloud-based program designed to deliver insights to your fingertips.

Tru-Test
DATAMARS

**Z
TAGS**
DATAMARS

Prattley
DATAMARS

Speedrite
DATAMARS

STAFIX
by DATAMARS

Pel
DATAMARS

HAYES

DATAMARS *Livestock*[™]

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