

# Cow Monitoring Solutions

2017/18



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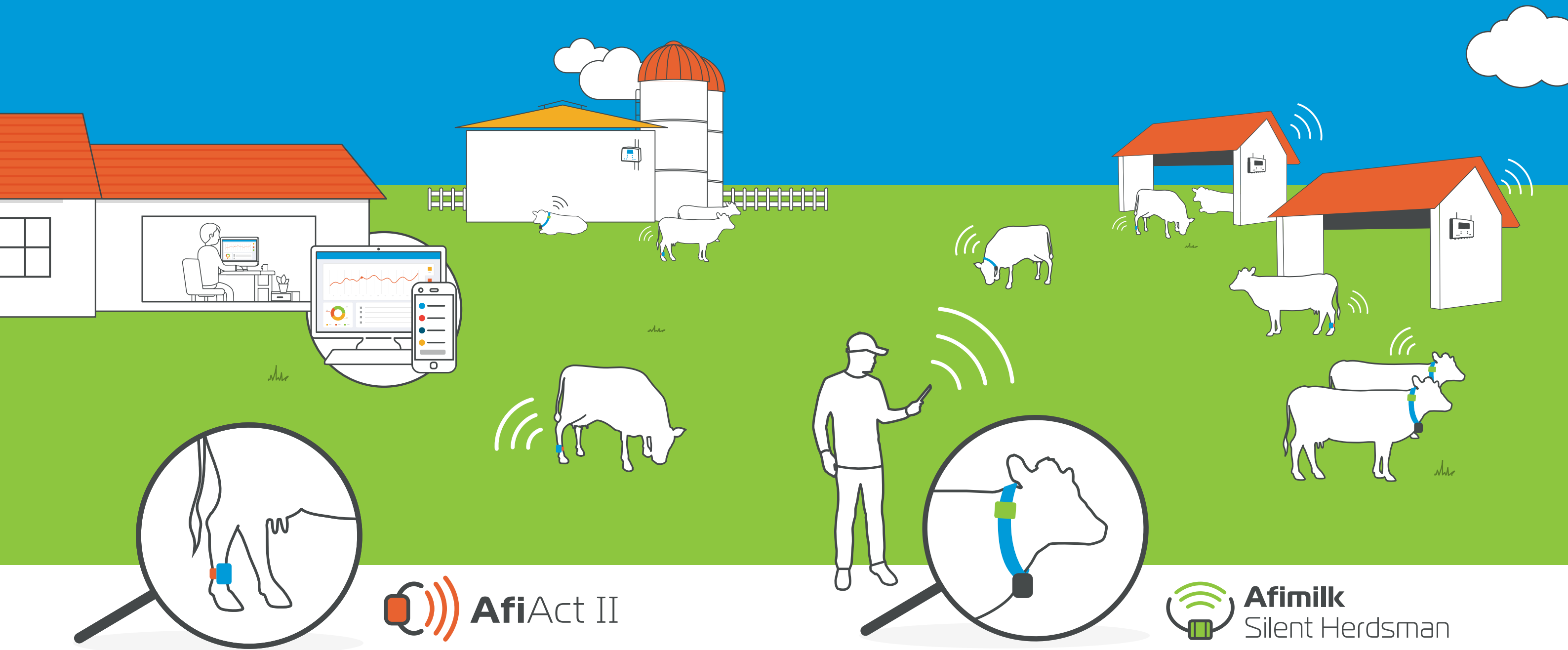


**afimilk®**  
Vital know-how in every drop



# Vital Knowhow in Every Step

Afimilk's cow monitoring solutions will help you save time, keep your herd healthy and make more money.



The best leg tag yet, fully integrated with AfiFarm – the leading farm management software



The most advanced neck collar, along with a simple, user friendly software, convenient onsite touch screen and a fully featured mobile app



The World's Leading  
**LEG TAG**  
for cow monitoring

integrated with  
**AfiFarm**  
comprehensive farm  
management software



- ✓ Heat detection, calving alert and wellbeing
- ✓ Mobile applications
- ✓ 24/7 wireless detection
- ✓ Complete farm management





# Today's Most Advanced Cow Leg Sensor

Top Heat Detection, Animal ID and Premium Features in a Single Package



## Premium features in a single package

### Best heat detection, 24/7 -

helps improve pregnancy rate with accurate and time sensitive heat detection that enables you to identify **which** cows should be inseminated and **when**.

### Animal ID -

performed easily with Afimilk's unique antenna technology.

### Unique set of premium features -

calving alert service allows for intervention when needed. Alerts on rest time and health problems help keep your herd healthy and productive.

### Mechanical design -

made to last and withstand the harshest farm conditions.

### Durable battery -

designed to last for many years.

# The Smartest Fertility Management Software

The AfiAct II solution uses the most advanced algorithms and accurate heat detection sensors to help you improve pregnancy rate:

### Most sensitive

Consistent winner in detection benchmark tests.

### Most reliable

High-quality heat detection with almost no false alarms.

### Proven

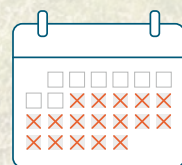
Validated on millions of animals in 50 different countries.

### Unique algorithms

Developed and tested specifically for heifers and cows, and in both free-stall and grazing regimes.

### Adaptive to versatile work protocols

Multiple breeding, single breeding, ov-sync, and more.



Save up to 30 open days per cow per lactation



Reduced involuntary culling



Labor savings



Proven accuracy





# The Best Has Gotten Even Better

## AfiAct II Premium Services

### Calving alert service



Timely calving detection can make the difference between losing or saving offspring and cows. With the AfiAct II calving alert service, you can now receive notifications directly to your smartphone:

- ✓ **Time-sensitive alerts**  
2-4 hours before calving.
- ✓ **Special prolonged calving alerts**  
Crucial for intervention.
- ✓ **Proven**  
Successfully used on hundreds of farms in multiple countries.
- ✓ **Easy**  
All you need is a smartphone (iOS or Android).

### Rest, health and wellbeing



#### Better monitoring and improved production

**Cows need to rest! - rested cows produce more milk.**

Research shows that:



**one lost hour**  
of resting time  
translates into

**= 1.7 kg**  
less milk in the tank!

With AfiAct II (as of version 5.2), you can be alerted about problems such as bedding conditions, that cause rest decline - identify the problem and fix it.





# Key Data at Your Fingertips

Intuitive mobile apps for the effective mobile manager

What you need to know - When you need to know it



## Who's that cow? Cow info mobile app

- ✓ Key information at your fingertips: animal status, events, and more
- ✓ Search for animal - type her number, or use a Bluetooth RFID wand
- ✓ Identify an animal, and sort her from the mobile app



Time-sensitive events now appear directly on your smartphone, displayed as splash pop-up notifications. They can be browsed at all times in your farm-notification inbox.

- ✓ Animals for insemination
- ✓ Calving alerts
- ✓ System alerts

Farm notifications app Cow mobile info app





# A Match Made In Heaven



The best  
cow monitoring tool

The best farm  
management tool



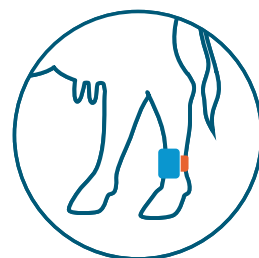
The AfiAct II cow monitoring tool and AfiFarm 5.2 farm management solution integrate into the perfect solution that includes:



Built-in animal ID  
(sort and parlor)



The big picture:  
automation and management

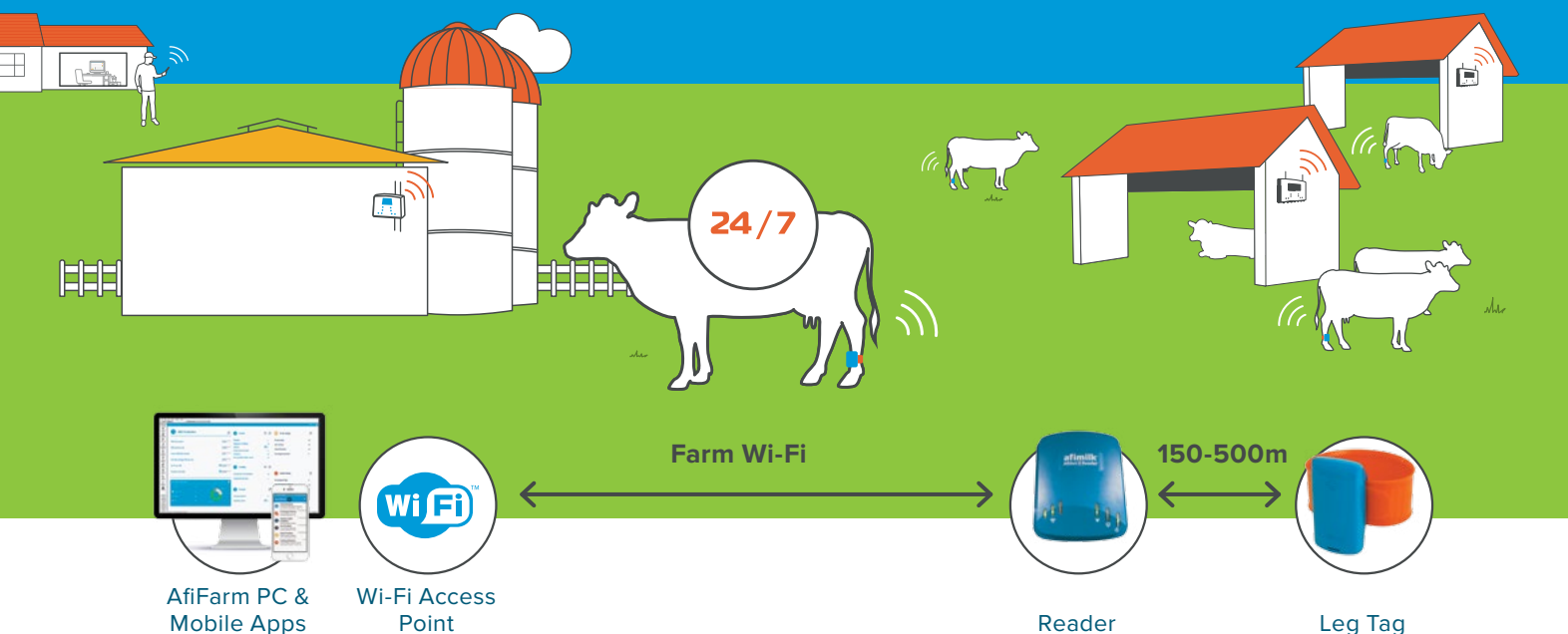


AfiAct II  
sensor

- ✓ **Cow ID in the milking parlor and sort gate** - proprietary active ID technology built into the sensor
- ✓ **Combined multiple sensor algorithms** - analyze the combination of behavioral changes (using AfiAct II), and milk changes (using Inline Milk Lab)
- ✓ **Great heat detection, great management tools** - AfiFarm is the management tool that helps you make decisions and monitor their execution
- ✓ **Find animals requiring attention, and sort them** - with the best and most flexible automated routine and procedures
- ✓ **Single software** - for heat detection, herd management, milk recording and parlor automation



# AfiAct II wireless transmission - so your decisions are always up-to-date



## 24/7 wireless reading - wherever the animals are

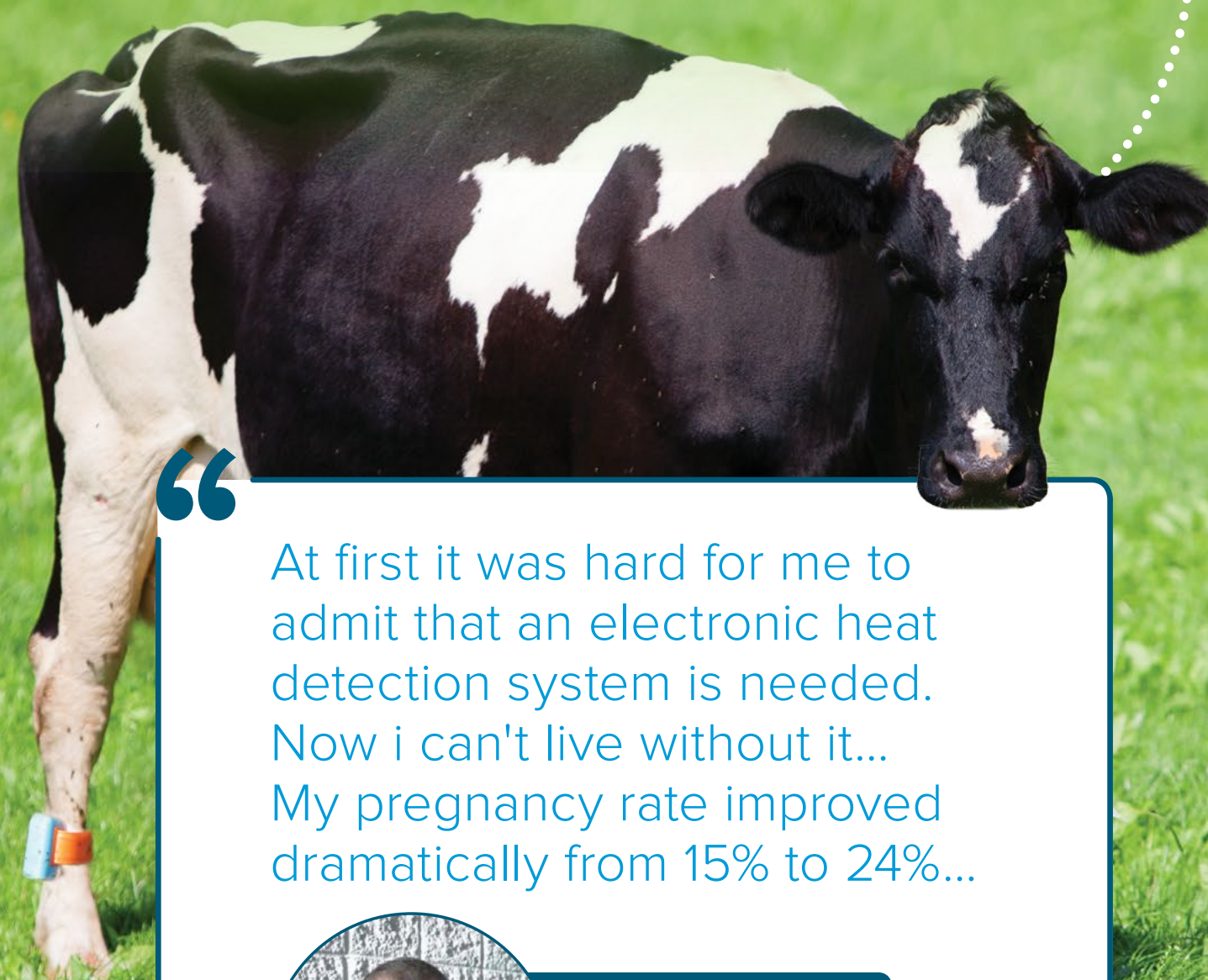
- ✓ 24/7 tag reading allows maximal management flexibility
- ✓ Electric design ensures battery will last for years
- ✓ Wireless communication to monitor milk cows, dry cows and heifers alike
- ✓ Easy setup using the farm's WiFi

## Heat detection - which animals to inseminate - and when to inseminate them

When it's insemination time, you want the most updated heat detection list possible. With AfiAct II wireless tags are read every few minutes.

Monitoring the heat as it develops, AfiAct II is a powerful tool that optimizes insemination timing for each animal, improves the chances of conception and increases the farm's pregnancy rate.

Pregnancy rate  
increased from **15%** to **24%**



At first it was hard for me to admit that an electronic heat detection system is needed. Now i can't live without it... My pregnancy rate improved dramatically from 15% to 24%...



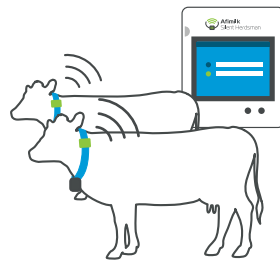
**Jhon Hochstetler**  
Crystal Valley Dairy  
Middlebury Indiana, USA





# Today's Best Neck Collar for cow monitoring

with advanced  
**easy-to-use**  
**standalone**  
monitoring software

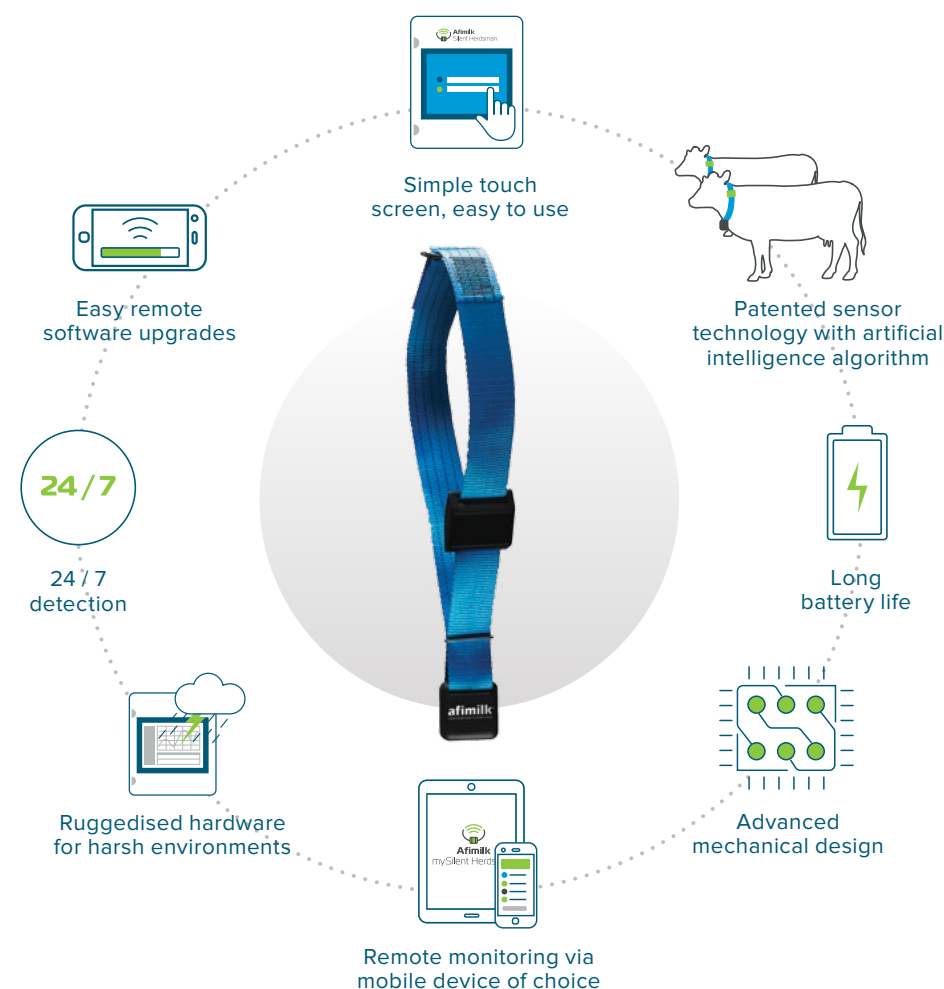


- ✓ Heat detection and health
- ✓ Simple software with a touchscreen and cloud connection
- ✓ 24/7 wireless detection





# Healthier and Better Performing Cows with Afimilk Silent Herdsman



## Silent Herdsman collars – Market-leading technology

- ✓ Only product to monitor heat and health with high accuracy
- ✓ Durable long-life battery, and advanced mechanical design to protect it
- ✓ Advanced algorithms using a 3D accelerometer (patented)
- ✓ Long range wireless technology

## User-friendly controller with web and mobile access

- ✓ Full cloud-based mobile/web - access it anytime, anywhere (PC or smartphone)
- ✓ Easy-to-set-up controller with convenient 15" touch display

Patented, unique technology provides unmatched heat detection and health monitoring

The **Silent Herdsman** collar uses a unique 3D accelerometer to effectively monitor different motion patterns (chewing/licking, ruminating and full body activity) with dramatically higher accuracy than other collars.

### Heat detection that stands out

The Silent Herdsman collar provides 95% detection sensitivity, and special algorithms optimized for cows and heifers, and for versatile regimes such as closed barns and pasture.

**Silent Herdsman uses the following parameters for optimal fertility management:**

- ✓ Heat detection / animals for insemination
- ✓ Administrative lists: due heat and PD check
- ✓ Non-cycling and repeatedly cycling cows

### 3 sensors in 1 package – a unique tool for health monitoring

Rumination is a sensitive and early indicator for health issues. However, as there are multiple factors that may cause a drop in rumination, which is highly susceptible to false alarm, this device combines rumination, chewing, and activity detection.

**The Silent Herdsman collar offers accurate health monitoring and alerts farmers to health issues such as:**

- ✓ Ecoli mastitis
- ✓ Foot problems
- ✓ Ketosis / acidosis
- ✓ Pneumonia
- ✓ Rumen problems
- ✓ Cystic cows





# The Most Advanced Software Architecture on the Market

Farm controller with touchscreen and cloud-based application for remote PC and mobile

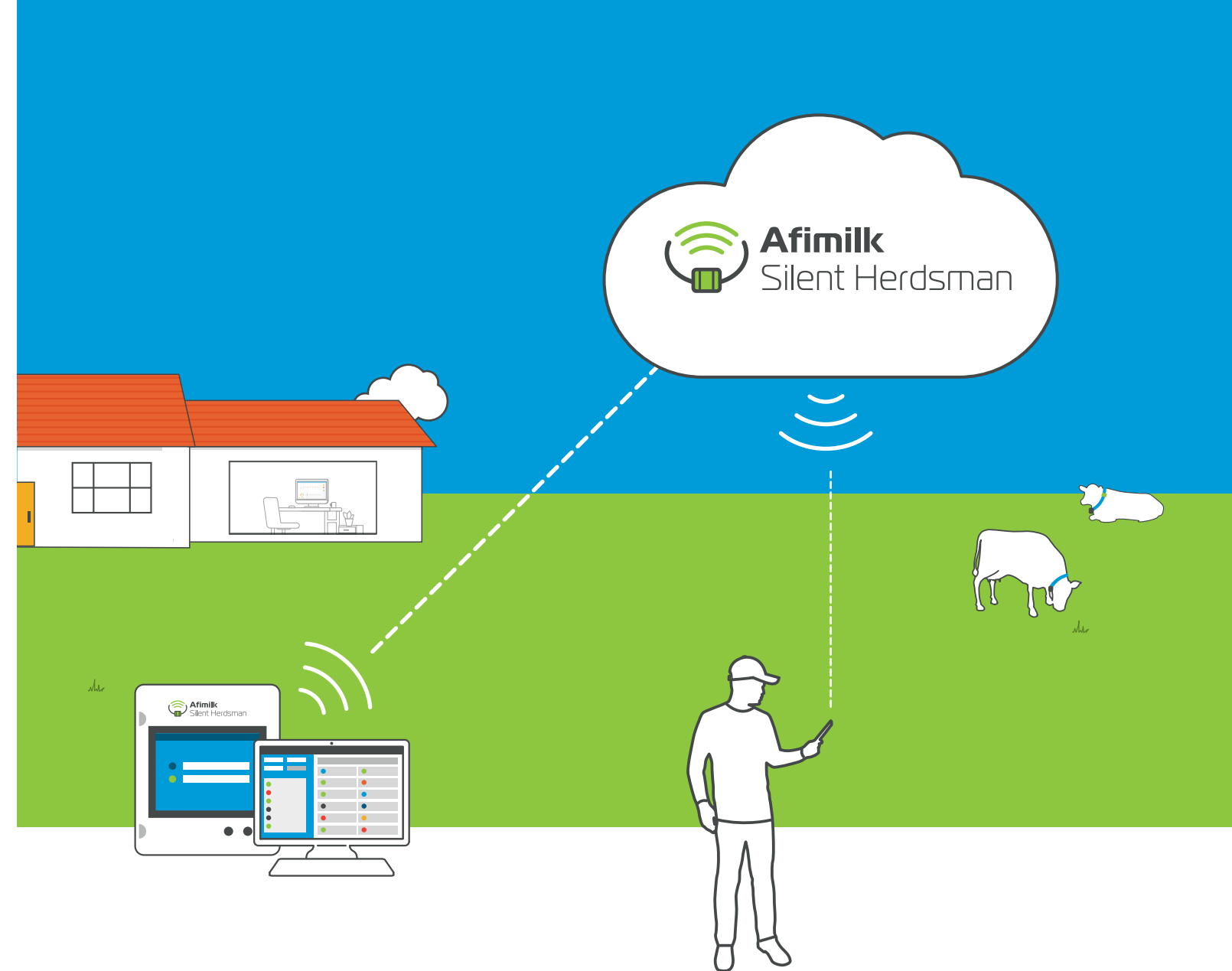


## Afraid of computers?

Don't be, with this simple and easy cow monitoring tool.

**Get all the functionality you need on a single screen - within 15 minutes you'll feel as if you've been using it for decades!**

- ✓ Assign a collar to an animal with 3 clicks
- ✓ Create attention lists of cows ready for insemination and sick animals
- ✓ Access more data about an animal with 1 click
- ✓ Enter events using your PC or mobile device
- ✓ Automatically sort animals requiring attention using the AfiSort system



## On Farm – easy-to-use 15” touchscreen

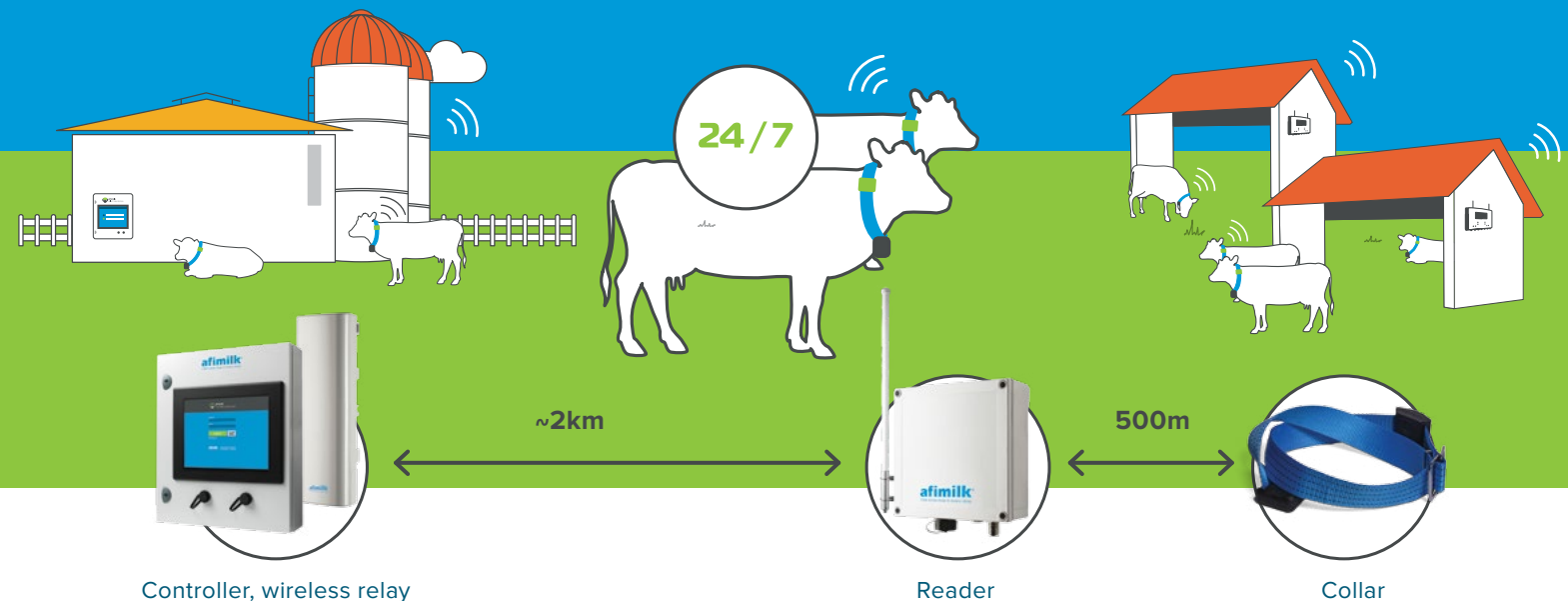
- ✓ Rugged PC for farm conditions
- ✓ Software designed for touchscreen – large buttons, simple menus
- ✓ Convenient to place in the office, parlor or barn

## Take MySilent Herdsman home

- ✓ Access it from wherever you are, at any time with your PC or smartphone
- ✓ Get remote upgrades
- ✓ Keep your data safe – our cloud is your insurance policy in the case of a flood, fire or hard disk failure



# Wireless Technology for Easy System Setup and Operation



- ✓ Everything comes preconfigured – so there's little left for you to do
- ✓ Wireless connection to the PC – for extra convenience, the reader in the barn does not need to be wired to the controller
- ✓ Assign collars to animals with 3 simple clicks – just select an assigned collar on the screen, choose an animal with no collar and click!
- ✓ 24/7 wireless reading – collars are read automatically every few minutes

our calving interval  
(index) has dropped from  
**403 to 390 days**  
in 12 months

“ Our calving index (interval) has dropped from 403 to 390 in just 12 months. It definitely helps profitability and we'd thoroughly recommend it ”



**Kevin & Sally Whistance**  
Black House Farm  
Herefordshire, UK