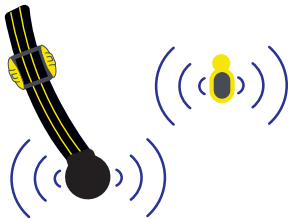
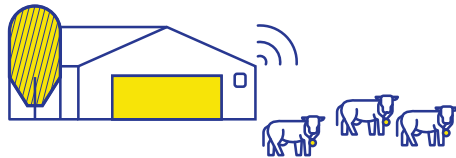


How Cow Monitoring Works

- 1** Individual cow behavior is recorded 24/7 and linked to each animal's EID tag.



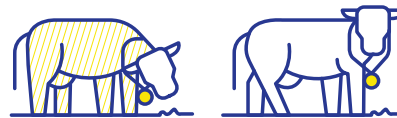
- 3** Data is automatically uploaded to the cloud any time an animal is within approximately 1,500ft of the Gateway.



- 5** Access data anywhere with the Datamars Livestock app. The cloud-based system works on any internet-connected device.



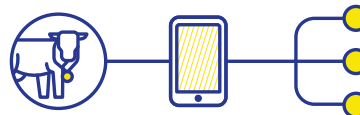
- 2** Cow behaviors are tracked based on cow position (standing and laying down) and state (ruminating, feeding, resting, etc.).



- 4** Insights accessible via PC or smart phone on a user-friendly dashboard.



- 6** All behavioral data, heat, and health insights are integrated through the app and can be easily shared with third parties, including veterinarians, AI technicians, and more.



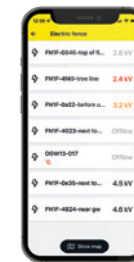
ALL YOU NEED IS



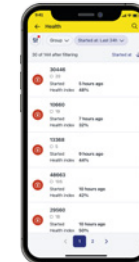
GATEWAY



EAR TAG OR COLLAR TAG



PC OR SMART PHONE



DATAMARS LIVESTOCK APP



WIFI OR LTE

Contact **Customer Support** (800) 433-3112 • customerservice@datamars.com

VISIT [TRU-TEST.COM](https://tru-test.com)

Tru-Test is a registered trademark of Datamars, Inc. © 2024 Datamars, Inc. – All rights reserved. REV 11072024

