

# Active Tag

## Collars

### Insights from cow behavior, working for you

Tru-Test Active Tag continuously monitors activity, giving you valuable insights. Rumination, feeding, resting, lying, and standing are analyzed every hour. The Datamars Livestock cloud software provides insights on heat detection, health monitoring, reproduction issues, calving patterns and more, giving you peace of mind that you have eyes on your herd 24/7.

- ✓ Receive timely heat alerts, AI window, and heat intensity updates directly to your phone, enabling you to monitor activity from anywhere.
- ✓ Easily identify issues including anestrus, irregular heats, and pregnancy loss.
- ✓ Seamlessly manage the entire reproduction lifecycle with our advanced Reproduction Report and its customizable settings.
- ✓ Stay ahead of herd health issues through early warnings of changes in animal behavior.
- ✓ Know which cows have calved for prompt attention with our Likely Calving alert.
- ✓ Inform herd management decisions by understanding the impact of management changes on group activity.
- ✓ Locate specific cows effortlessly with our unique and intuitive Find My Cow feature.



### Real insights in real-time with Datamars Livestock.

- Our cloud-based software allows you to access your farm information anytime, anywhere.
- Connect your farm management package to sync Datamars Livestock data effortlessly.
- Seamlessly monitor animal actions with our mobile app or perform detailed herd analysis with our web app.
- Consolidate all your farm data in one place, combining insights from Active Tag, Walk Over Weighing, calving dates, pregnancy scans, and inseminations to enable informed decision-making.
- Receive push and email notifications tailored to you.
- Share farm access with multiple users, with the ability to control their access level.

Our team provides training to ensure you get the most from our system. And if you have any questions, our support team is only a call away.

## FEATURES AND SPECIFICATIONS

- ✓ **Active Tag Collar is easy to install around the neck of the cow.**
- ✓ **Datamars Livestock app guides you through pairing to reduce errors during tag attachment.**
- ✓ **Industry-leading Farm Network Gateway keeps your animals in range for longer.**
- ✓ **Long battery life and warranty provide a long-lasting system.**
- ✓ **Stay up-to-date with the latest features through remote updates.**
- ✓ **Extend battery life by turning off the tag when not in use.**
- ✓ **Read range to Farm Network Gateway**  
1640 ft with line of sight
- ✓ **Storage capacity if Gateway offline**  
10 days
- ✓ **Battery life**  
Up to 8 years
- ✓ **Dimensions**  
3.11 in x 2.76 in x 1.22 in
- ✓ **Weight**  
~ 2 lbs
- ✓ **Collar strap**  
4.27 ft length | 1.57 in width



## Order Information

**Pack Active Collar Tag/weight/belt**  
20 per box

Product code: 986 0000-507

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