How Cow
Monitoring Works

1 Individual cow behavior is recorded 24/7 and linked to each animal's EID tag.
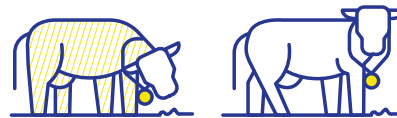
**2** Cow behaviors are tracked based on cow position (standing and laying down) and state (ruminating, feeding, resting, etc.).
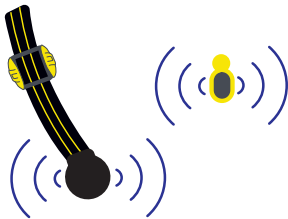
3 Data is automatically uploaded to the cloud any time an animal is within approximately 1,500ft of the Gateway.

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

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

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.
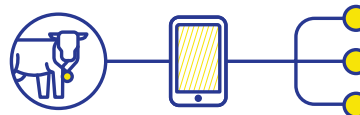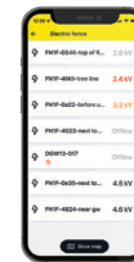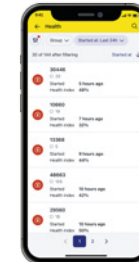
ALL YOU NEED IS

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

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