



IT'S A NEW DAY IN DAIRY!

MooMonitor +)))

Health-Nutrition-Fertility Monitoring



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Health-Nutrition-Fertility Monitoring

EXCEPTIONAL COW MILKING IS OUR PASSION!

WE DO THIS WITH LARGER DIAMETER COMPONENTS
HAVING A ROBUST USER-FRIENDLY DESIGN AND
INTUITIVE SOFTWARE. WE DELIVER GREAT MILKING
SYSTEMS BACKED BY HIGHLY TRAINED DEALERS.

B **BECO**
DAIRY AUTOMATION INC.



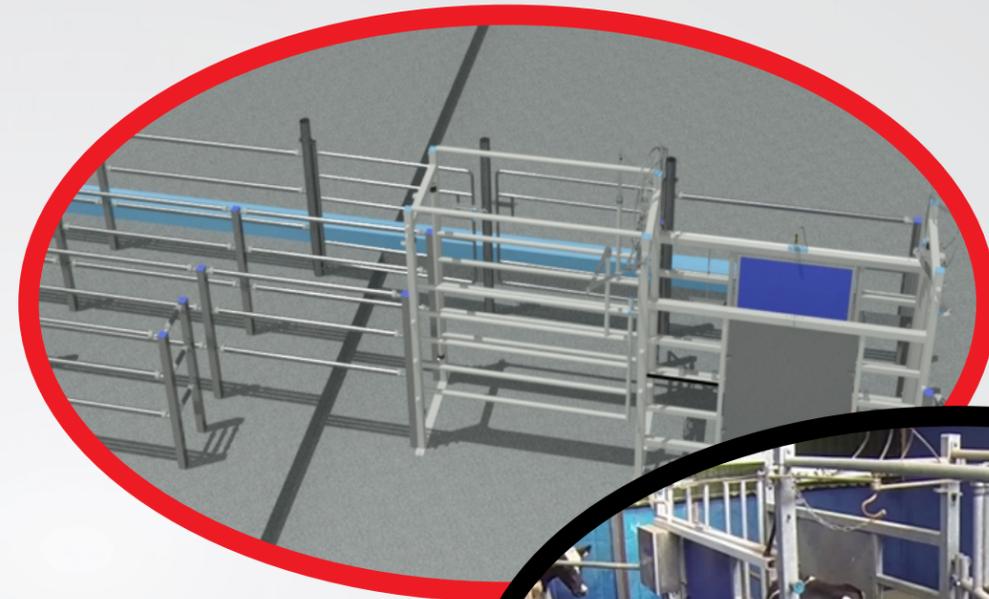
For more information visit www.becoknows.com or call 800-344-7166

B **BECO**
DAIRY AUTOMATION INC.





SAVE TIME AND MONEY; PAIR THE MOOMONITOR+ WITH SORT GATES



FASTEST RETURN ON INVESTMENT IN THE INDUSTRY

The MooMonitor+ is a collar worn around the cow's neck, which detects individual cow heats and health events with ease through advanced data analysis. It monitors cows on a daily bases and identifies specific types of behaviors such as feeding, ruminating, resting time, and different types of activity intensity. These features can aid in detecting heats, monitoring feeding and rumination patterns, monitoring cow welfare and managing the health status of the herd.

The MooMonitor+ improves farm profitability by decreasing labor, improving reproductive performance and minimizing losses due to missed heats, undiagnosed illnesses, and general animal well being.

- ✓ IMPROVE PREGNANCY RATE
- ✓ REDUCE CALVING INTERVAL
- ✓ SAVE TIME AND MONEY
- ✓ REDUCED WORKLOAD
- ✓ INCREASED MILK YIELD
- ✓ MORE FREE TIME
- ✓ FEWER HORMONE SHOTS
- ✓ INCREASED PROFITS

SORT GATES

- ✓ Save labor by having cows automatically sorted
- ✓ Sort gate software works with the MooMonitor+ and will have cows in heat sorted for your breeder
- ✓ Can easily sort any cow from the MooMonitor+ app on your smart phone
- ✓ No more going to barns to find cows in large pens, cows will be sorted into a pen for you
- ✓ No need to have cows locked in head locks for hours waiting for a breeder to find them
- ✓ Sick cows, lame cows, cows needing to be dried off, and all other specialty cows can be automatically sorted by the push of a button



Health, nutrition, and wellness monitoring...

KNOW ABOUT EACH COW 24x7

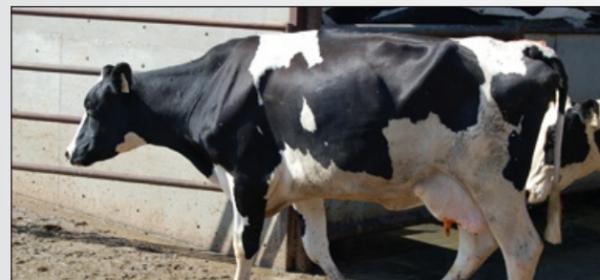
The health and fertility of dairy cows is essential to farm profitability. The MooMonitor+ sends notifications to alert the farmer that a cow may be in heat, sick, or underperforming relative to other cows within the group. The MooMonitor+ can recognize problems which then can be assessed using activity, rumination, feeding, and resting time data, allowing decisions to be made to achieve a successful outcome. All this contributes to improve health and reproduction, improving the profitability of your dairy farm.

What can MooMonitor+ do for you....



Do you want more milk out of your cows?

- ✓ Greater reproductive efficiency equals greater milk production.
- ✓ More calves equals more milk.
- ✓ Reduce your cows calving interval.



Do you want alerts for sick cows?

- ✓ Indicator of health and wellness.
- ✓ Early detection of illness.
- ✓ Better response to therapy.
- ✓ Reduce antibiotic usage.



Do you want more pregnant cows sooner?

- ✓ Less straws used per conception.
- ✓ Able to use higher priced and better genetics.
- ✓ Higher and improved conception rates through better A.I. timing.
- ✓ Identify problem cows sooner. (anestrus and Cystic)
- ✓ Less missed heats mean higher pregnancy rates.

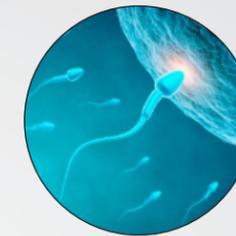


Do you want to reduce costs?

- ✓ Reduce hormone usage.
- ✓ Reduce cull cows.
- ✓ Culling for genetic merit and not for infertility.
- ✓ Reduce labor costs.
- ✓ Improve return on investment.
- ✓ Compare rumination for different diets.
- ✓ Use rumination as indication of good rations.

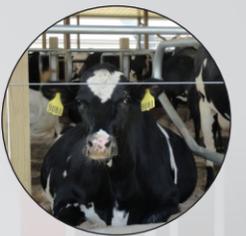
FERTILITY

- ✓ Vital for farm profitability
- ✓ Shorter calving interval
- ✓ Higher heat detection rates
- ✓ Less Labor
- ✓ Selectively breeding the best cows and selectively culling underperforming cows



RUMINATION

- ✓ Rumination tells how the cow is performing
- ✓ Indicator of health and wellness
- ✓ Early detection of illness and better response to therapy
- ✓ Reduced use of antibiotics with supportive therapy
- ✓ Reduce culling cows due to illness



RESTLESSNESS

- ✓ Enhances heat detection
- ✓ Detect changes in behavior
- ✓ Round the clock monitoring means shorter or more subtle changes may be detected



PERFORMANCE

- ✓ Better management of dry and fresh cows
- ✓ Earlier detection of pain, disease, or distress
- ✓ Return sick cows to production faster
- ✓ Fast return on investment



RESTING

- ✓ Shows comfort level in free stalls
- ✓ Adequate resting times indicate contentment and health, however, excessive resting time can indicate illness
- ✓ Resting times tell us how the cow is feeling
- ✓ Greater resting reduces lameness and increases milk production



FEEDING

- ✓ Production is directly linked to feeding
- ✓ Monitor feeding behavior is indication of dry matter intake for dry cows and fresh cows
- ✓ Time spent eating per day



MANAGE YOUR HERD

WITH ACCURACY!!

**REDUCE SHOTS, WHILE
ELIMINATING THE NEED
FOR HEAT DETECTION**

DON'T BE FOOLED BY WHAT OTHERS ARE SAYING, LEARN THE DIFFERENCE!!

- The MooMonitor+ is the most accurate heat detection system on the market. Others have been University Proven to have between a 25% to 35% false positives.
- The MooMonitor+ will allow you to eliminate up to 85% of synchronization shots, with other systems synchronization shots will still be necessary.
- No visual or manual heat detection will be needed, other systems still require a dairy to heat detect.
- Only breed cows that are in a true heat, other systems will show a high percentage in heat that are actually not in heat.
- The MooMonitor+ will allow your dairy to save money on labor, other systems labor intensive heat detection and synchronization protocols will still be necessary.
- Other systems can not decipher between ruminating and feeding

YOUR HERD IN YOUR POCKET

APP WITH TWO WAY COMMUNICATION, ELIMINATING THE NEED TO GO BACK TO THE COMPUTER

The mobile app allows for two way interactions with the system, cow and insemination events can be entered immediately. When the system detects sick cows or cows that are in heat a direct notification will be sent to your phone allowing you to intervene sooner.



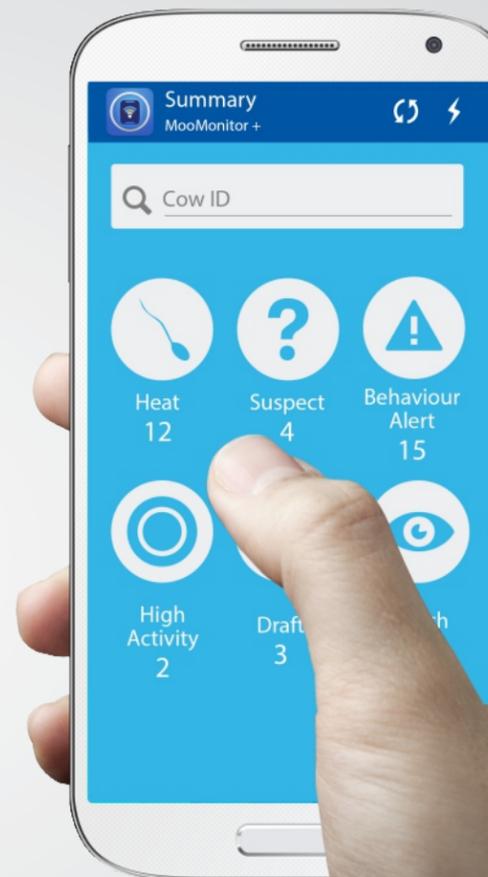
HEAT
Cows Ready to be inseminated and much more



SUSPECT
Cows that are showing higher than normal activity that may be in heat



HIGH ACTIVITY
Cows Showing abnormal high behavior



BEHAVIOR ALERT
Cows showing abnormal behavior



SORT
Schedule cows to be sorted



WATCH
Add cows to the watch list for quick access to their data



Access data anywhere...

DIFFERENCE THAT MATTERS...

- ✓ The MooMonitor+ not only can decipher if a cow is in heat by her activity, it can decipher the intensity of the heat and the specific movements that are associated with a heat. This allows the MooMonitor+ to be the most accurate system on the market.
- ✓ Rumination monitoring with the MooMonitor+ has been tested against the "IGAR Halter", the gold standard in rumination accepted by Universities, and the MooMonitor+ proved to be just as accurate.
- ✓ Cloud based system that allows the dairyman and consultants to download new information as many times as they would like in a day. The MooMonitor+ refreshes data immediately, so if a breeder puts in a A.I. in the barn you see it in the tractor, right away. Most other systems only allow up to two data downloads in a day from the cloud.
- ✓ MooMonitor+ has a 10 year battery life with a 7 year warranty on the tags, this is the highest in the industry.
- ✓ Tags store data for up to 48 hours, ensuring that no data will be lost if power fails for a day.
- ✓ The MooMonitor+ tags collect 24 data points per second, and logging what each cow does in 10 sec increments. Other systems round what a cow is doing into 15 minute intervals.
- ✓ Most sophisticated algorithms in the industry allowing for the most accurate tag in dairying giving your dairy a short return on investment.



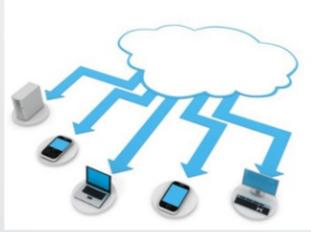
EASY TO USE!



NFC SCANNING,
Allows for easy collar assigning and updating cow info without a computer.



MULTI PLATFORM USABILITY
Log on to your dairy's data anywhere with data connection.



CLOUD STORAGE,
No need to overload personal PC. Data is always backed up.



LONG LIFE BATTERY,
Amazing battery life of up to 10 years!



LONG RANGE BASE STATION,
Easy to install, with 1000+ meter range line of sight.

ID	BREED	DATE	STATUS
2446	1	1/27/06	2/ 8/06
2445	1	1/25/06	2/ 8/06
389	1	1/24/06	2/ 8/06
445	3	1/23/06	2/ 8/06
180	3	1/23/06	2/ 8/06
287	3	1/24/06	2/ 8/06
454	3	1/23/06	2/ 8/06

HERD MANAGEMENT SOFTWARE COMPATIBLE,
Two way communication with most herd management software.





SIMPLE, USER FRIENDLY SOFTWARE...



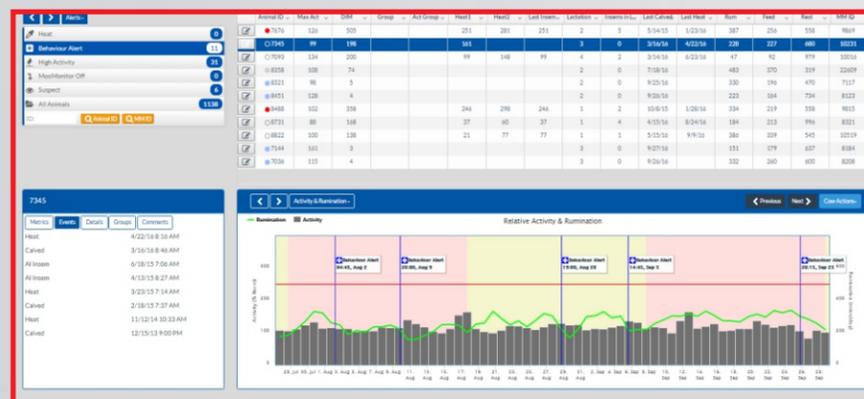
Easy to read scatter graph to see where the herd rumination level is. Dairyman can also see where an individual cow compares to the rest of the herd.



Behavior alert for sick cows from the website. The cow card shows a raise in resting, and a big dip in rumination and feeding.



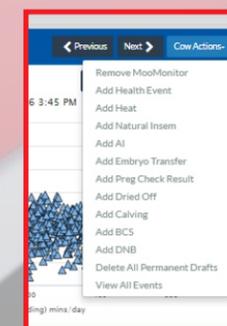
Alert for cow in heat from the website. The cow card shows all data points to make an informed decision.



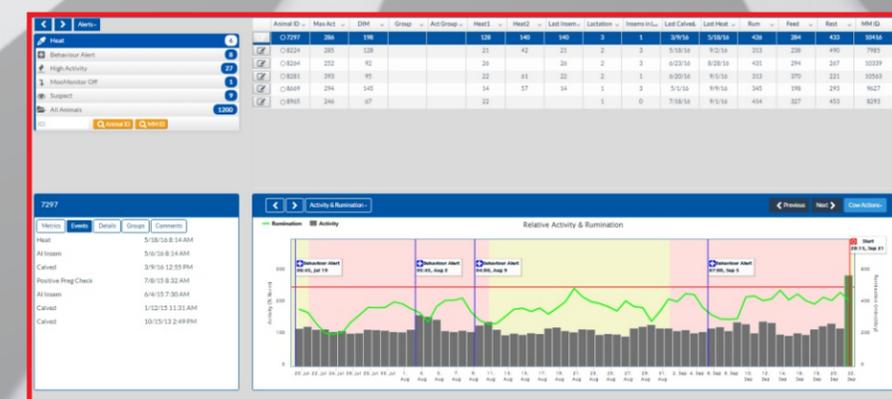
Behavior alerts that are easily seen on time line, showing each alert from each individual cow.



Hour by hour graphing of when a cow is in estrus, sophisticated algorithm determines the precise time the cow came in heat.



Quick and easy inputs to add life events to cow.



Alerts of all cows in estrus and are in designated window to be bred. Push notifications can be sent directly to a phone to ensure proper timing.