



GEA Farm Technologies

CowScout™ S

Activity monitoring system

*From wherever they
are to wherever you
are – KNOW NOW.*

- Reduce labor.
- Increase pregnancy rates.
- Decrease days open.
- Limit need for hormones.

GEA Milking & Cooling | [WestfaliaSurge](#)

GEA Farm Technologies — The right choice.

CowScout™ S

— the convenient,
efficient and
flexible activity
monitor.

No other system compares.

Data is stored with cloud technology — making it accessible anytime, anywhere; you are not limited to the barn office.

Data can be measured continuously — ensuring you always have the latest information and you receive immediate alarms. Data is displayed and analyzed in 2-hour increments and it can be stored in the tag for up to 24 hours.

Data transmission is not deterred — ultra high frequency (UHF) wireless signals are not obstructed by dirt, manure, or internal building components, which can be common with other systems using infrared devices. Plus, the UHF technology provides a wider read range - up to 300 ft. - or the approximate length of a football field.



CowScout™ S makes heat detection
and animal monitoring **EASIER**
and **MORE ACCURATE.**

**Reduced labor for
heat detection.**

**Increased
pregnancy rates.**

Decreased days open.

**Reduces need for
hormone therapies
in many cows.**

Timely activity reporting.

**24/7 monitoring with
immediate reporting
capabilities.**

**Flexible installation
options suitable to
almost any housing
system – existing or new.**

**More specific
estrus-related activity
detection compared
to visual or chalking
detection practices.**

**Get information
wherever you are –
through your iPhone,
iPad or Android device
via text message, email
or web portal.**

Data transmitted to a wireless receiver — CowScout can be used anywhere – for cows or heifers – with minimal system implementation; it does not require a trip to the parlor or a walk-through portal or panel reader, so there is no cow flow restriction. The wireless system also makes CowScout an ideal choice for cows on pasture.

Independent data capture — will not interfere with any other cow ID system currently used on the farm.

Versatile — CowScout is not just for dairy cows. Activity monitoring can benefit calf and heifer raisers and beef cattle operations.

Less expensive start-up — no complex software is required. Connect via internet to have mobile access to your data - or - if the internet is not available in your area, you can connect directly to your PC to check data.

Installed and supported by GEA Farm Technologies dealers — a professional network with unsurpassed dairy equipment experience; available 24/7.

Reduced activity can also be detected — often the first sign of health problems or lameness.

Low maintenance costs — no expensive batteries to replace.

Industry leading technology — latest version of accelerometer technology, for the most accurate activity readings.

More ways to view information — 7 day, 70 day, lactation and 7 day step counter – more options than any other system.



7 DAYS

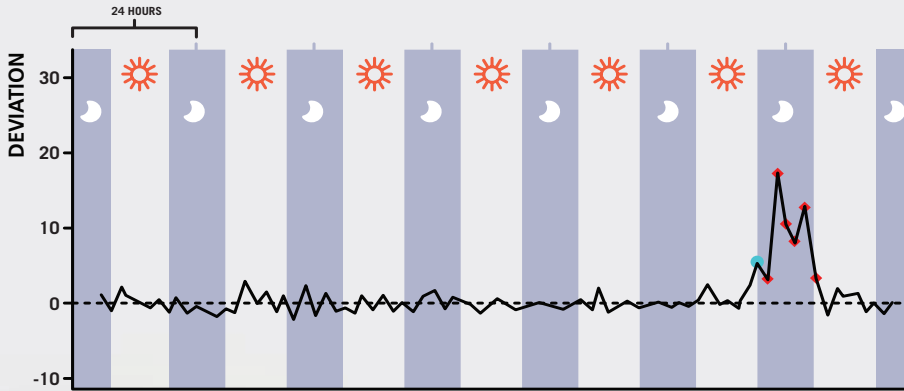
Animal No. 1117
Group 1. Group 5
Location 0. Farm
Reproduction state 4. Open
Responder 984000000780687

● Birth date 10-29-2008
● Calving date 02-01-2012
● Heat date 04-01-2012
◆ Insemination date 04-01-2012
● Dry off date 01-01-2012

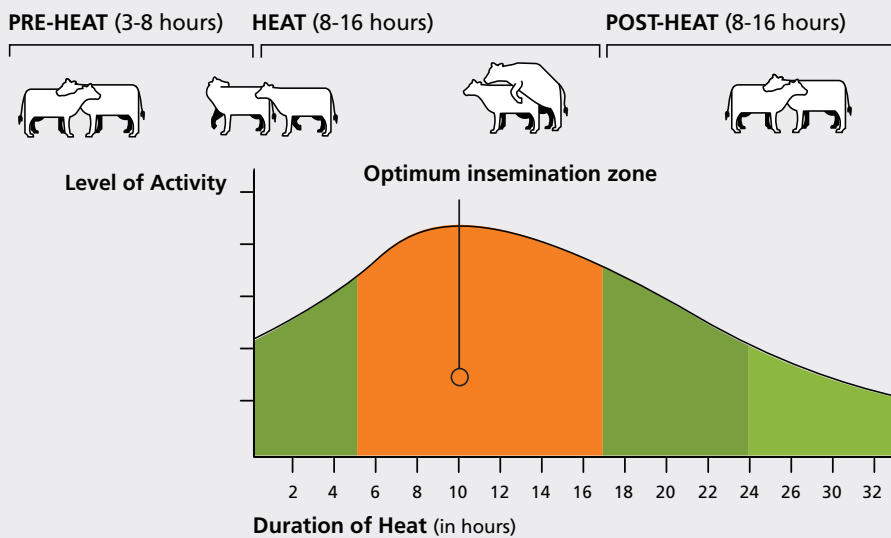
The Estrus Cycle

Research indicates the average estrus cycle lasts up to 32 hours.

Optimal insemination time is 10 hours after the onset of estrus.



**CowScout™ S offers
unique features
over other activity
monitoring systems.**



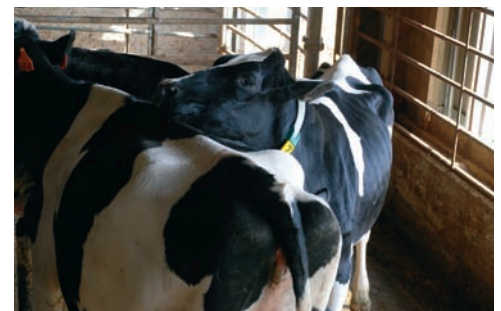
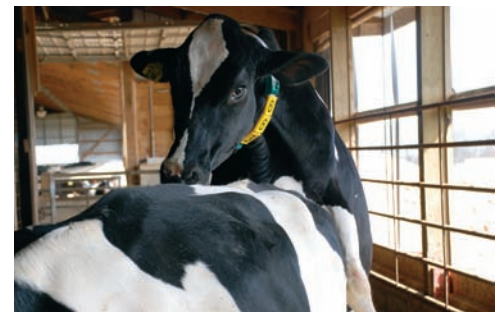
The Optimum Insemination Time

To take advantage of peak fertility, the cow or heifer should be inseminated as soon as possible after the first CowScout attention is sent.

A custom-designed web interface displays individual activity deviation, categorizing as “attention” or “suspicious.”

- Does not rely on infrared technology that can be blocked by dirt, manure or internal building components.
- Uses leg or neck* band for accurate movement and mobility monitoring.
- Signal sent to the receiver using the long range antenna.
- Offers one of the greatest detection ranges of any system.
- Easily adaptable to both cow and heifer facilities - whether you use freestall or pasture-based housing.
- Includes web interface, a unique web portal just for smartphones and different notification features.
- Less expensive than many other options; tags transferrable from animal to animal, reducing overall investment.
- Backed by GEA Farm Technologies dealerships, offering industry-leading equipment expertise and customer service to support your purchase.
- More experience than any activity monitor provider – more than one million activity tags already in service.

*Neck version coming soon.



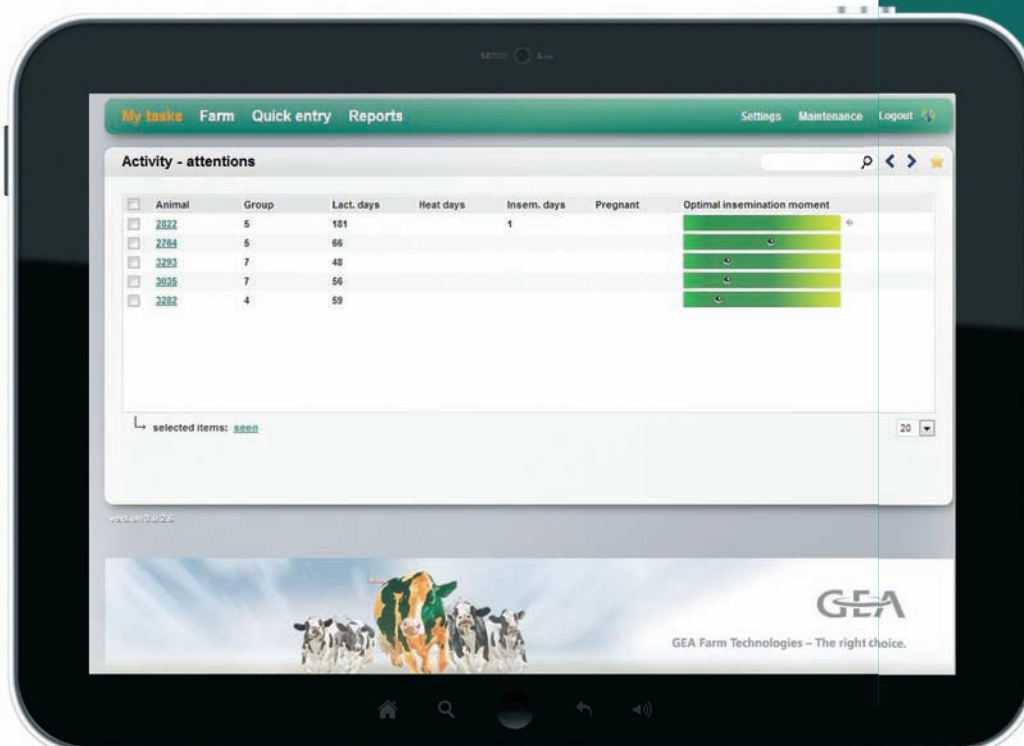
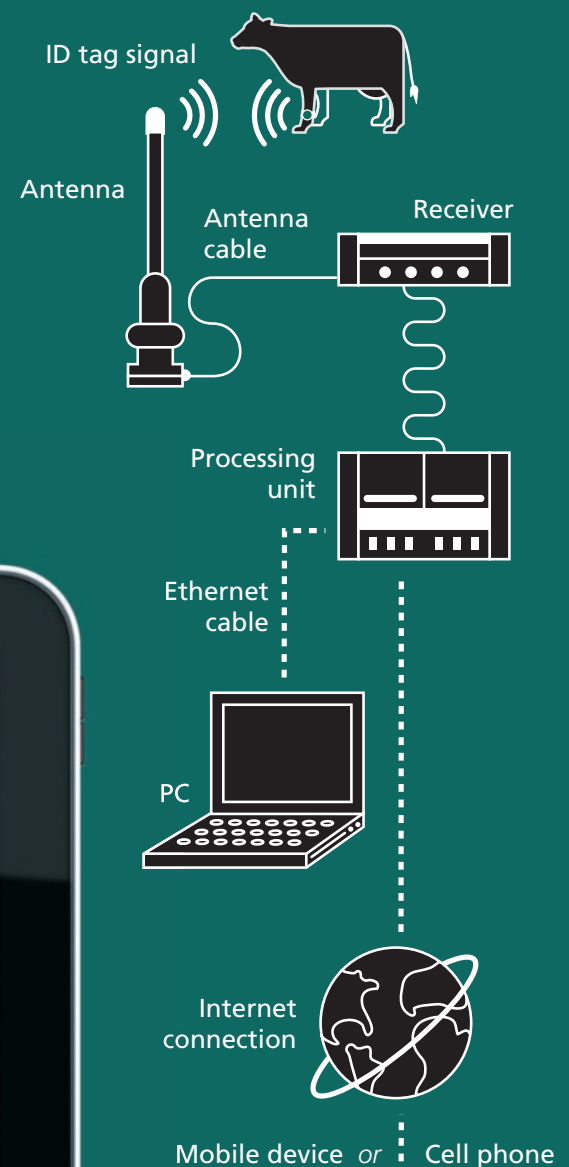
CowScout™ S makes the principles of estrus detection easier for you.

The Basic Principles

- CowScout analyzes and displays an animal's activity in 2-hour periods.
- Individual cow activity in one period is compared to the activity in the same period over the preceding days to develop a baseline.
- An attention notification is sent if the animal's present activity has increased sufficiently or dropped significantly over several consecutive periods.
- CowScout sends an alert notification if there is a suspicious increase or reduction in activity, but not enough for a full attention notification.
- All sensitivity levels can be customized by user, so your activity benchmarks fit your individual operation and your cows.

How it Works

- When a cow or heifer is in peak heat, activity levels increase and the CowScout leg or neck* monitor sends a signal to a nearby wireless receiver.
- The receiver then notifies the CowScout herd database which animals are active.
- The CowScout database in-turn sends a message to your computer, your mobile device or both – depending on your pre-set preferences.





CowScout™ S – herd management solutions from providers you trust.



GEA Farm Technologies is known for expertise in manufacturing and installing modern milking equipment. Dairy producers have come to expect and trust GEA Farm Technologies for the highest-quality service and herd management solutions in the industry.

GEA Farm Technologies specializes in the things you worry about most – quality milk production, system efficiency and herd production potential. Each GEA Farm Technologies dealer is trained and certified in a broad range of services and work closely with your veterinarian, nutritionist, herd consultants and staff to sort through challenges, set priorities and monitor results.

CowScout is yet another system from GEA Farm Technologies designed, developed, installed and serviced with your peace-of-mind at our dealers' top-of-mind.

Finally, there is a simple, accurate and flexible heat detection program that fits any management program, without complication or compromise.

**Know now,
with CowScout™ S.**



GEA Farm Technologies

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