

ATE

Active Ear Tags

Accurate, reliable and fast heat detection

Tru-Test Automated Heat Monitoring with Active Ear Tags supports dairy farmers looking to maximise their breeding programme. Ideal for indoor or pasture-based dairy operations, these tags deliver world-class precision in heat detection to maximise mating and insemination, improving your service and conception rate.

Active Ear Tags are rugged, reusable and track individual animal position and behaviour 24/7 linked to their EID tag. All Active Ear Tags integrate with Datamars Livestock Live to provide timely and reliable data and alerts in the dairy, or via any mobile device.

All animal behaviour data is captured and processed with advanced computational and machine learning methods to provide accurate heat and health insights, with world-class data.

Like all Tru-Test solutions, Active Ear Tags are grounded on accurate, reliable measurements to streamline activity and deliver timely, easy-to-understand intelligence to the fingertips of producers around the world.



- ✓ See how animals are performing against on-heat detection, in-calf, top and bottom performers via simple graphs and charts.
- ✓ Automatically receive heat information as cows come into a 300 - 500 metre range of the data gateway (mounted at the dairy shed/site).
- ✓ Instantly share your animal data with staff, vets or consultants without attaching files to emails.
- ✓ Access data from almost anywhere with Datamars Livestock Live, a cloud-based program so your animal data is accessible from any device with an internet connection.
- ✓ Compatible with Auto-drafters.

FEATURES AND SPECIFICATIONS

- ✓ **Cow behaviour recorded 24/7**
Active Ear Tags track cow activities and behaviours.
- ✓ **View heat data history on individual animals or groups.**
- ✓ **Cloud-based data storage and 24/7 access from anywhere.**
- ✓ **Easy to understand dashboard analysis including activity reporting for rumination feeding and resting, heat alerts and heat intensity.**
- ✓ **Long lasting, durable, lightweight and battery-operated.**
- ✓ **Firmware upgrades can be programmed over the air.**
- ✓ **Once secured, Active Ear Tags do not need to be removed.**
- ✓ **For indoor and pasture applications up to 1000 animals.**
- ✓ **Lightweight**
25-30 g.
- ✓ **Dimensions:**
36.9 mm x 14.5 mm x 68.4 mm.
- ✓ **Compatible with Z Tags male tags and Z Tags No-Tear-Tagger™.**
- ✓ **Battery life**
Up to 3 years.
- ✓ **LED light indicator.**
- ✓ **Reusable (open female).**
- ✓ **Reading distance to anchors**
300 m - 500 m.



Order Information

Pack Active Ear Tag/M2Z
1 kit per box

Product code: 986 0000-369

Pack Active Ear Tag/M2Z
5 kit per box

Product code: 986 0000-380

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