



Allflex Livestock Intelligence

## SenseHub™ Beef

Flexible, high-performance beef cow monitoring that meets your needs today, and long into the future



Livestock Intelligence™

MSD Animal Health Intelligence



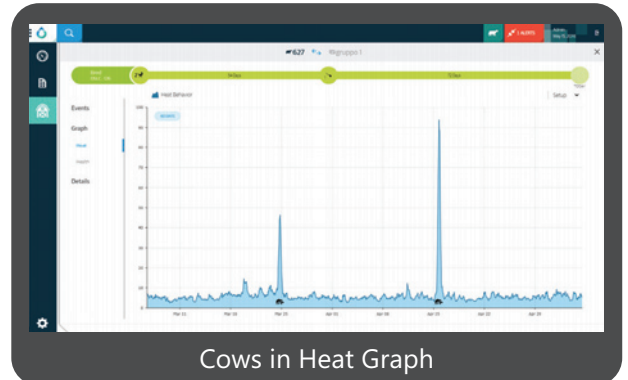
SenseHub™

# The SenseHub™ Beef cow monitoring solution brings a new management approach to the beef farm, helping you maximise productivity, improve breeding decisions while saving time and labour.

Powered by market-proven, sophisticated algorithms to analyse activity, rumination, eating, and other key behaviors, SenseHub Beef delivers actionable information on the reproduction, health, and wellbeing status of individual cows and groups, in real time. This includes precise cycling information and accurate AI guidance, to optimise conception rates. A smart and modular solution, SenseHub Beef supports farms using stock bulls and/or AI for both housed and grazing animals.

## Advance your reproduction strategies with accurate heat and pregnancy insights

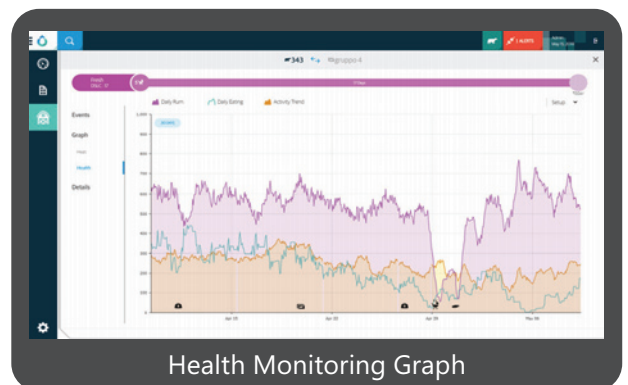
- Shorten the calving interval and sell more calves each year
- Unmatched heat detection accuracy, including silent heats, enables precise insemination timing to maximise conception rates
- Save time on heat detection
- Detection of cows that aborted
- Early-stage detection of anestrus cows



Cows in Heat Graph

## Optimise health treatments, interventions, and overall animal wellbeing

- Early detection of health issues, enabling preemptive action
- Fast insight into the effectiveness of veterinary treatment
- Online alerts of urgent distress cases
- Monitoring recovery after calving
- Monitoring the dam after weaning



Health Monitoring Graph

## Improve group and nutrition management

- Group routine monitoring
- Group consistency monitoring, for timely insight into how nutritional changes affect cows



Group Consistency Graph



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# Single-Box Connectivity



## SenseHub Controller - Specifications

<b>Setup</b>	Single box serves as both data server and antenna
<b>PoE</b>	SenseHub Controller uses Power over Ethernet (PoE) – No power connection required
<b>Tag compatibility</b>	eSense Flex ear tags, cSense Flex neck tags
<b>Maximum number of tags</b>	Up to 5000
<b>Upgrades</b>	All components are remotely upgradeable
<b>Connectivity</b>	Multiple users can connect through various types of devices

## eSense™ Ear Tag



### Communication

2.4GHz - 802.15.4

### Area coverage

200 m x 500 m / 656 ft x 1640 ft

### Expected battery lifetime

Electrical (battery): 3 years

### Dimensions

H x W x D : 68 mm x 38 mm x 15 mm /  
2.7 in x 1.5 in x 0.6 in

### Weight

25 gr / 0.88 oz

### Operating temperature

-30°C to 50°C / -22°F to 122°F

### Housing

Waterproof (IP68) durability and unique plastic composition create a strong, airtight casing

## cSense™ Neck Tag



### Communication

2.4GHz - 802.15.4

### Area coverage

200 m x 500 m / 656 ft x 1640 ft

### Expected battery lifetime

Electrical (battery): 7 years

### Dimensions

H x W: 84 mm x 64 mm / 3.3 in x 2.5 in

### Weight

98 gr / 3.46 oz

### Operating temperature

-30°C to 50°C / -22°F to 122°F

### Housing

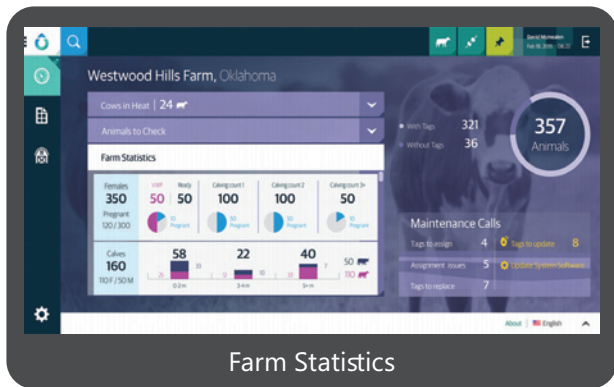
Waterproof (IP68) durability and unique plastic composition create a strong, airtight casing



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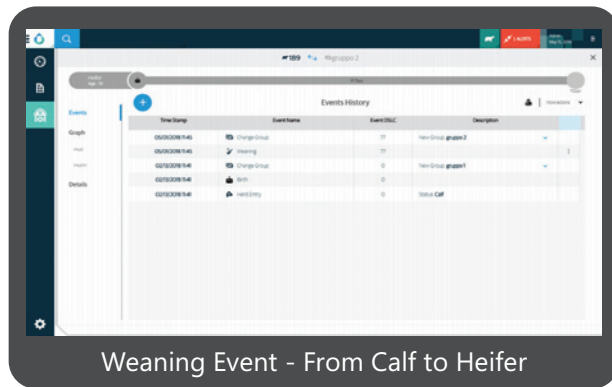
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Farm Statistics

The best-in-class interface enables easy and efficient use and simple configuration to suit different farms and management methodologies. It is specific to the beef sector, with dedicated statistics and KPIs.



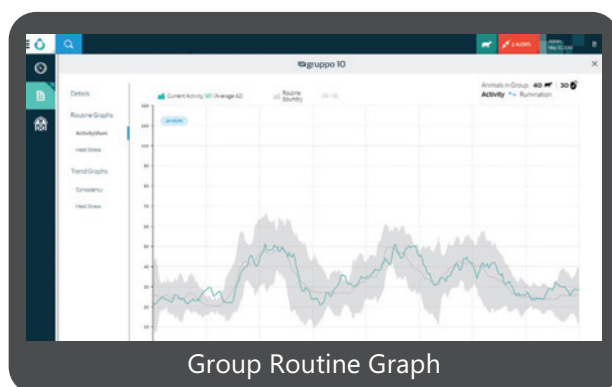
Weaning Event - From Calf to Heifer

The system enables you to report a weaning event for calves that remain or exit the herd.



Weaning Event Graph

Separating the calf from its mother when it is weaned can be stressful for both the mother and the calf. In cases where the cow is in distress around that period, the system will notify you by sending an alert.



Group Routine Graph

The group applications enable you to make better-informed decisions about your herd and farm management to further improve efficiency, reduce costs and gain more control, for more sustainable farming.

Stay connected to your farm remotely with real-time alerts

Improve your calving interval worth €79/cow<sup>1\*</sup>

Improve your quality of life by saving time and labour

Increase the use of AI on your farm - no vasectomised bull required!

1. Crosson, P., and M. McGee. 2012a. Bioeconomic modelling of alternative replacement heifer policies for beef cow-calf to finishing production systems. Page 46 in Proc. Agric. Res. Forum, Tullamore, Ireland. Teagasc, Oak Park, Carlow, Ireland.

\*Based on improving calving interval from 401 days (national average) to 365 days.



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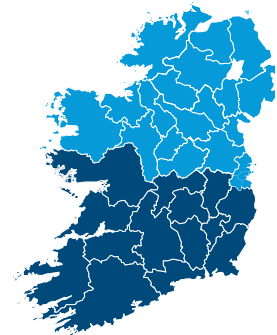
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## About Allflex Livestock Intelligence

Allflex Livestock Intelligence is the world leader in the design, development, manufacturing and delivery of solutions for animal identification, monitoring and traceability. Our data-driven solutions are used by farmers, companies and countries to manage hundreds of millions of animals worldwide. By putting intelligent, actionable management information into farmers' hands, our solutions empower them to act in a timely manner to safeguard their animals' health and wellbeing, while achieving optimal production outcomes for a healthy food supply. Allflex Livestock Intelligence is a livestock portfolio of digital products within MSD Animal Health.

Through its commitment to the Science of Healthier Animals®, MSD Animal Health offers veterinarians, farmers, pet owners and governments one of the widest ranges of veterinary pharmaceuticals, vaccines and health management solutions and services as well as an extensive suite of digitally connected identification, traceability and monitoring products. MSD Animal Health is dedicated to preserving and improving the health, wellbeing and performance of animals and the people who care for them.

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