

THE SCR **HEATIME**[®] HR SYSTEM
NOW WITH **5 NEW**
APPLICATIONS





SCR Heatime[®] HR System



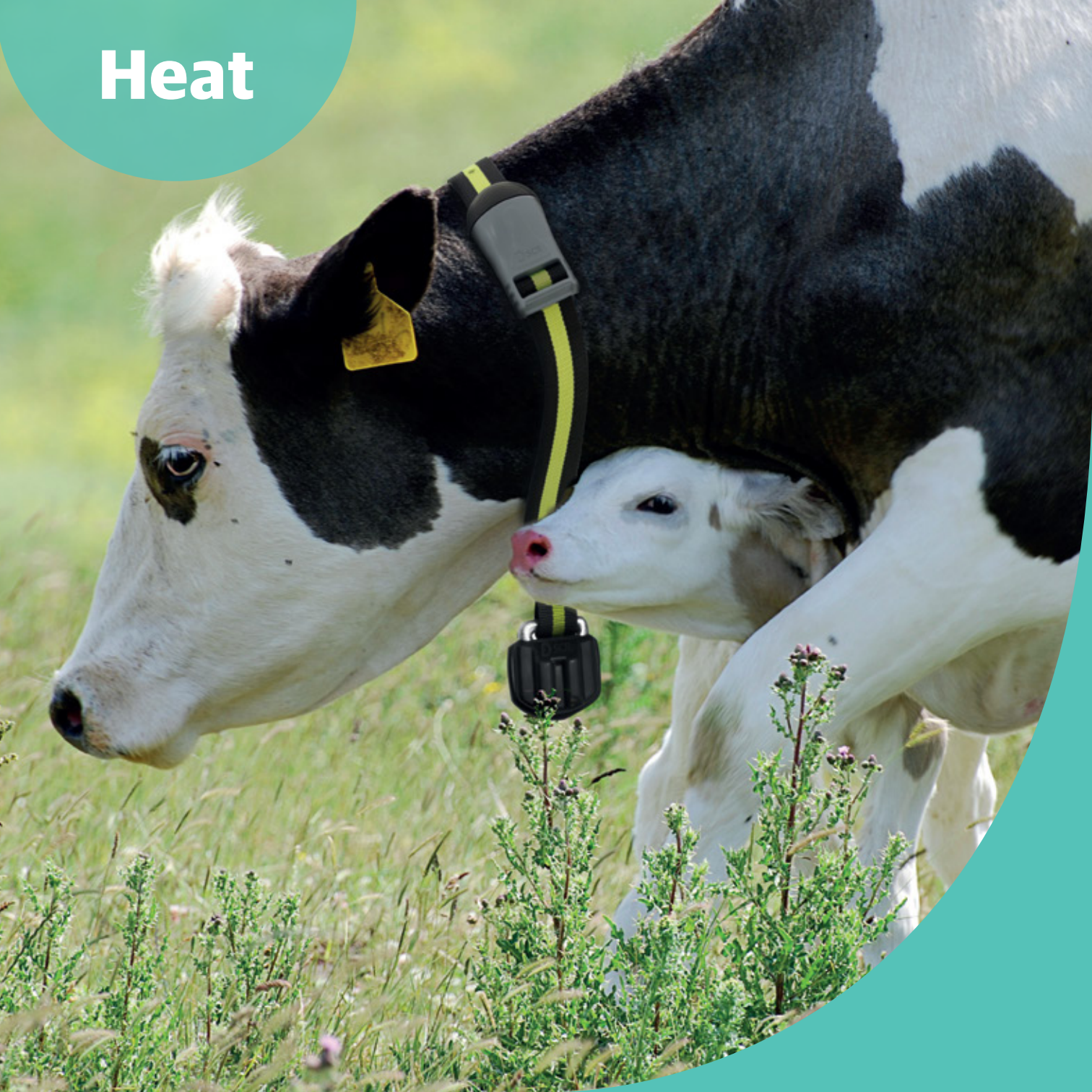
Boost your productivity and your peace of mind with the most comprehensive, standalone real-time cow health and reproduction monitoring system available.

With its unique combination of activity and rumination monitoring, the SCR Heatime[®] HR System enables you to quickly and accurately evaluate the reproductive, health, nutrition, and wellbeing status of your cows.


With built-in advanced applications that provide additional timely and actionable insight, you can confidently make better-informed decisions about more aspects of your herd and farm management. You can boost productivity and reduce costs, and gain more control of your dairy farm operations.



Heat



CURRENTLY IN HEAT COWS



COW ID	GROUP NAME	DIM / AGE	HEAT INDEX	RUMINATION LOW	HOURS TO AI	DAYS SINCE LAST HEAT	DAYS FROM AI
5617	Mavkirot	92	92	-18	17	37	N/A
5635	Mavkirot	72	92	-32	11	N/A	N/A
5389	Amlata	346	88	-27	7	0	N/A
5595	Mavkirot	148	84	-7	17	21	N/A
5747	Eglot	473	76	N/A	! 0	21	N/A
5741	Eglot	484	76	N/A	5	7	N/A
5748	Eglot	472	60	N/A	23	17	N/A
5334	Amlata	272	52	-19	! 0	22	N/A
708	Ealot	550	52	N/A	7	21	N/A

1/2

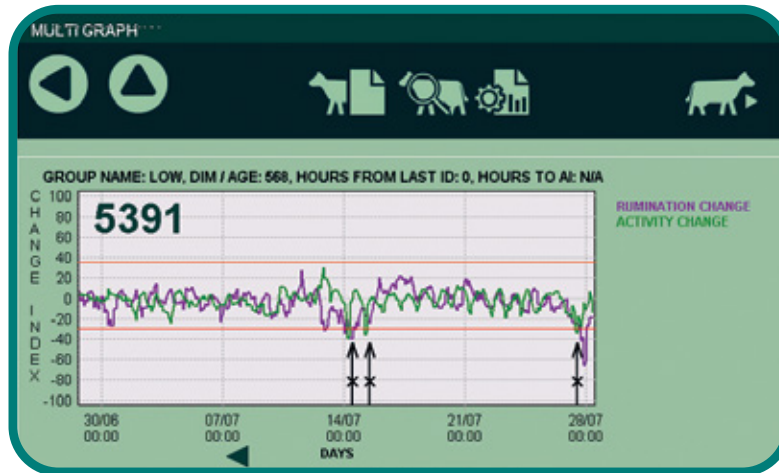


SCR Heatime systems detect tens of thousands of heats everyday, worldwide. Now, pregnancy probability reports boost reproduction management even further.

- **NEW Heat Index** - Make better breeding decisions with the enhanced heat index that is based on activity, rumination curve, heat length and time from the previous cycle.
- **NEW Pregnancy Probability Application** - Calculate the probability of pregnancy and possible miscarriage for all post-AI cows.

Health





Our solutions monitor the health of millions of cows each day and provide actionable management tools.

- Detect health issues early, and take preemptive action
- Improve fresh cow health management
- Gain fast insight into the effectiveness of veterinary treatment
- **NEW Real-Time Group Routine Application** - Real-time updates highlight unusual activity or rumination at the group or herd level pointing to issues like spreading illness, group panic, stress, and more.

Calving



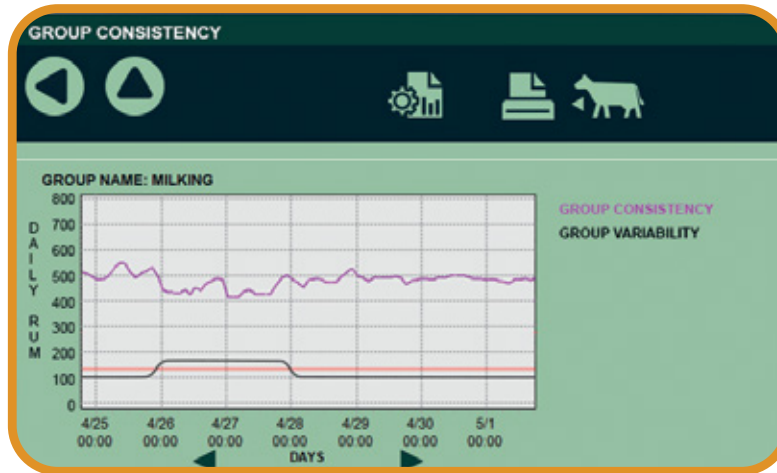


ProCalve™ - A new set of real-time alerts before and after calving time that provide farmers with unique insights into the calving period.

- **NEW Pre-Calving Distress Alert** - Gain essential insights on cows experiencing unusual stress during calving
- **NEW Post-Calving Distress Alert** - Minimize the impact of a calving disease with early warning of a post-calving problem

Nutrition

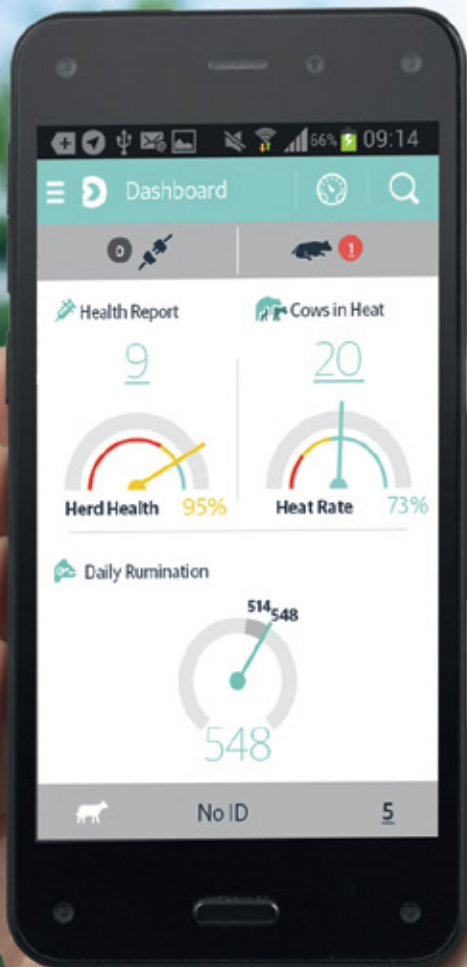




Insight into ration and nutrition issues at the group level enables timely attention to problems.

- Improve your nutrition strategy by quickly understanding how your cows react to ration changes.
- **NEW Group Consistency Application** - Monitors and analyzes long-term rumination trends, and highlights any irregularities at the group level, like feeding changes, opening a new silage bunker, adjusting the ration, infiltration of rotten feed, and more.

HealthyCow24®

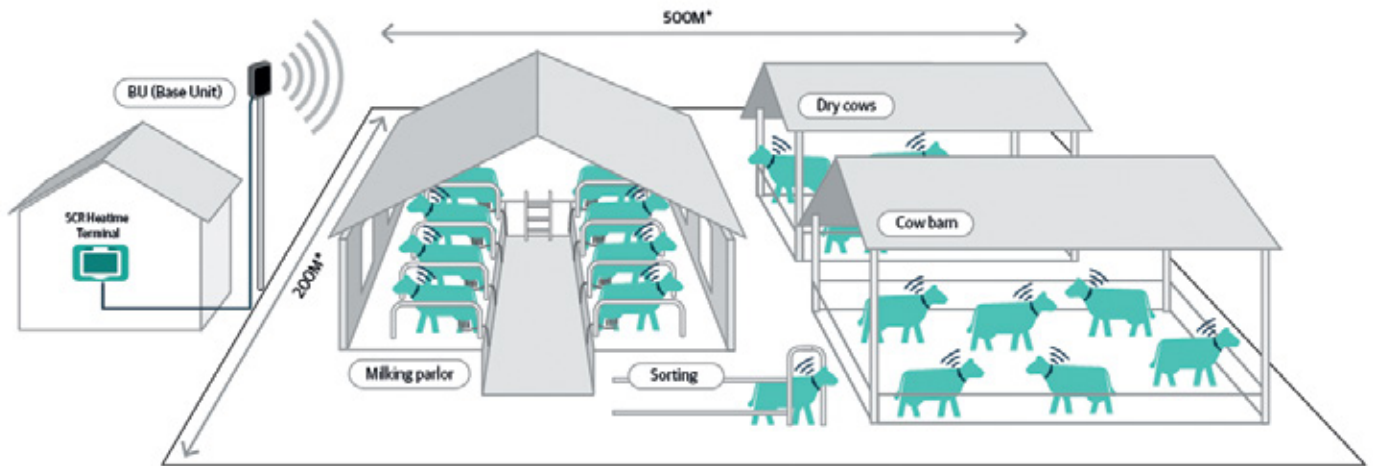




The SCR cloud-based service supports Heetime users with mobile and web applications. It enables seamless connectivity with third party systems and data backup capabilities.

- **Full mobility** - Stay connected and in control of your farm from any location
- **Enhanced management** - Manage your farm more efficiently and effectively using third-party connectivity and a single data access point
- **Advanced service** - Keep all farm data safe, with on-line backup and restore, advanced support, and maintenance

Technical Specifications



* Typical range of SCR Radio Frequency Base Unit: 200-500 m (656-1,642 ft) based on farm audit

Maximum number of tags	Up to 600 without Sorting Gate Up to 400 with Sorting Gate The maximum number of supported tags depends on the farm layout and is based on an SCR site survey
Tag compatibility	SCR H-LD, SCR HR-LD, SCR HR-LDn
Data history	1 year
Group management	Herd can be divided into up to 10 groups
Sorting gate support	Up to 4 sorting gates of 2 or 3 ways
Third - party interface	Through HealthyCow24
Long - distance	Typical range of SCR Radio Frequency Base Unit: 200 x 500 m (656 x 1642 ft) based on farm audit



The NEW HR-LDn tag

- Same functionality as the HR-LD tag – Monitors heat and health
- Improved mechanics and electronics, including new sensor for better performance and new NFC chip for future tag management applications
- Improved software – More reliable with better future upgrades capabilities
- Optional new belt buckle welded in one piece provides stronger performance and holds the belt end in place

Size	84.1 x 64.5 mm (3.3 x 2.5 in)
Weight	98 gr (3.46 oz)
Housing	Waterproof (IP68) durability and unique plastic composition creates an airtight, strong casing, protecting the tag mechanism for its full lifetime.
Operating temperature	-30° to +50°C (-22° to 122°F)
Long distance range	Typical range of SCR Radio Frequency Base Unit: 200 x 500 m (656 x 1642 ft) based on farm audit
Expected battery lifetime	7 years

.....

For more information about the new HR-LDn tag, please contact your local SCR representative.

SCR. Make every cow count

SCR Headquarters

18 Hamelacha St.
4250440, Netanya, Israel
info@scrdairy.com
T: +972 (0)73 2406000
F: +972 (0)73 2466155

SCR Europe

Via Mattei 2, Loc-Gariga
29027 Podenzano (PC), Italy
screeurope@scrdairy.com
Tel: +39 0523 1867200
Fax: +39 0523 1867299

SCR China

Floor 4, Building B,
Baoneng Center,
12 Futong Dongdajie,
Beijing, China
scrchina@scrdairy.com
Tel: +86 (0)10 84785055
Fax: +86 (0)10 64378717
Mob: +86 158 1011 7679

SCR North America

2013 South Stoughton Rd.
Madison, WI 53716, USA
NAmerica@scrdairy.com
Tel: +608 237 3170/1/2
Fax: + 608 237 3173

SCR LAR

R. Dona Francisca 8300
BL.B-Modulos 7 e 8
Distrito Industrial Joinville/
SC-Brasil-Cep 89239-270
scrlar@scrdairy.com
Tel: +55 47 3451-0500

www.scrdairy.com | info@scrdairy.com

Copyright© 2015 SCR Engineers Ltd. The information contained herein is subject to change without notice. The only warranties for SCR's products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. SCR shall not be liable for technical or editorial errors or omissions contained herein.
HT HRLDn_16_Eng_Sep15