



Allflex Livestock Intelligence

SenseHub™ Beef

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



Livestock Intelligence™

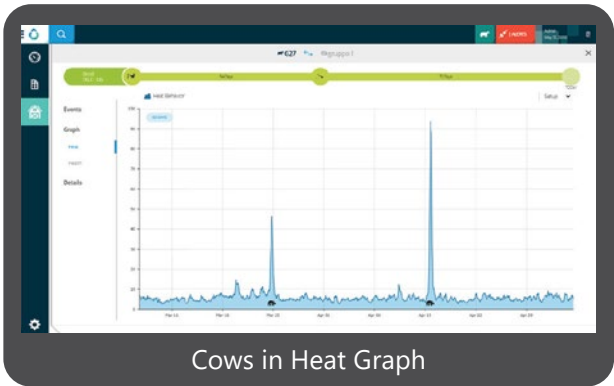
MSD Animal Health Intelligence

The SenseHub™ Beef cow monitoring solution brings a new management approach to the beef cattle sector, helping you maximize productivity and improve breeding decisions.

Powered by market-proven, sophisticated algorithms to analyze 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 optimize conception rates. A smart and modular solution, SenseHub Beef supports AI and natural breeding farms (mother-calf operations), for both penned and grazing cows.

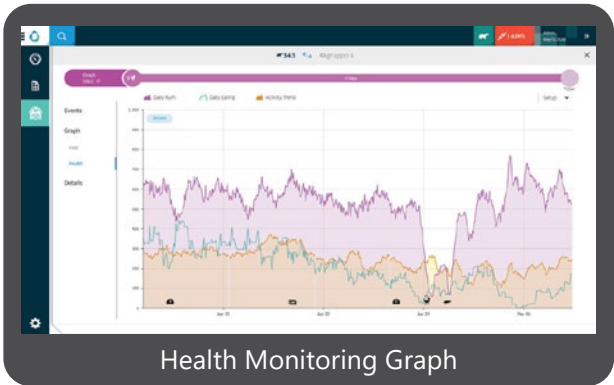
Advance your reproduction strategies with accurate heat and pregnancy insights

- Shorten the calving interval and sell more calves each year
- Unmatched heat detection accuracy, including silent heats, enables precise insemination timing to maximize conception rates
- Leads to reduced hormone usage and labor costs
- Detection of cows that aborted
- Early-stage detection of anestrus cows



Optimize health treatments, interventions, and overall cow 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 mother after weaning



Improve group and nutrition management

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



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Improve your quality of life with the dedicated beef cattle monitoring solution that provides you with peace of mind and frees you up to perform your daily activities. Stay connected to your farm from anywhere at any time, using any device, with real-time alerts when your attention is required.

Single-Box Connectivity



SenseHub Controller - Specifications

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

Monitoring Ear Tag Flex



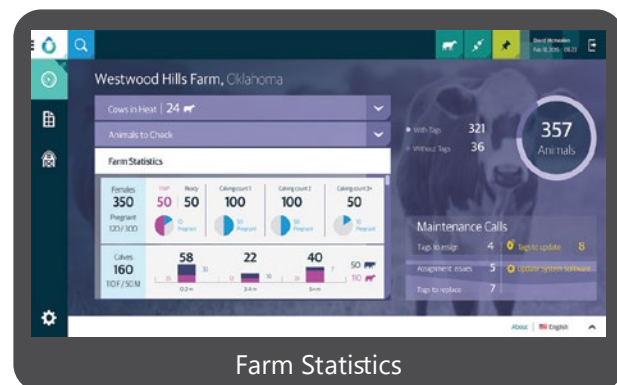
- Communication**
2.4GHz - 802.15.4
- Area coverage**
200 m x 500 m / 656 ft x 1640 ft
- Expected battery lifetime**
Electrical (battery): 3 years
- Dimensions**
H x W x D : 68 mm x 38 mm x 15 mm /
2.7 in x 1.5 in x 0.6 in
- Weight**
25 gr / 0.88 oz
- Operating temperature**
-30°C to 50°C / -22°F to 122°F
- Housing**
Waterproof (IP68) durability and unique plastic composition create a strong, airtight casing

Monitoring Neck Tag Flex

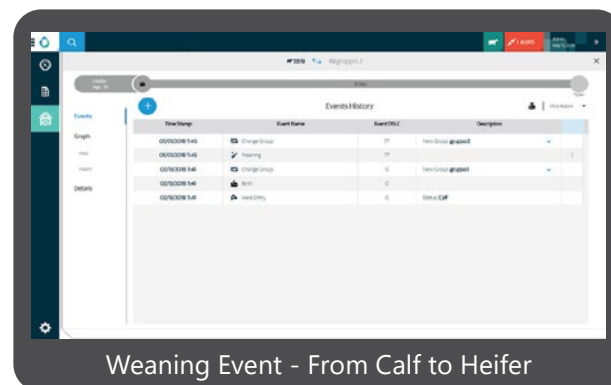


- Communication**
2.4GHz - 802.15.4
- Area coverage**
200 m x 500 m / 656 ft x 1640 ft
- Expected battery lifetime**
Electrical (battery): 7 years
- Dimensions**
H x W: 84 mm x 64 mm / 3.3 in x 2.5 in
- Weight**
98 gr / 3.46 oz
- Operating temperature**
-30°C to 50°C / -22°F to 122°F
- Housing**
Waterproof (IP68) durability and unique plastic composition create a strong, airtight casing





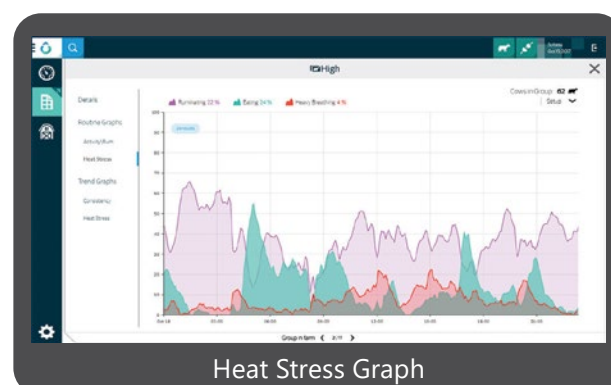
The best-in-class interface enables easy and efficient use and simple configuration to suit different farms and management methodologies. It is specific to the beef sector, with dedicated statistics and KPIs.



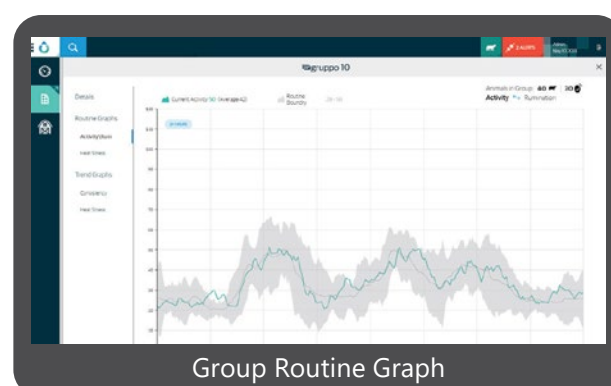
The system enables you to report a weaning event for a calf that becomes a heifer. It can also be used for a bull calf that has been culled or weaned once separated.



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.



You gain real-time insight into how your groups are coping in warm temperatures, which you can leverage to make more effective heat mitigation decisions.



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.



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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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