

## PRESS RELEASE

### **SMARTBOW<sup>®</sup>: The intelligent Eartag for heat detection and cow localization**

**Weibern, 10<sup>th</sup> of September 2014**

*Since years there are systems for heat detection, which monitor the activity of cows by using foot or neck tags. With SMARTBOW<sup>®</sup> now a solution is available, which treads a new path. The behavior and ruminating of animals is detected by sensors in an Eartag. In addition animals can be located in the cowshed and found faster in the herd with SMARTBOW<sup>®</sup>.*

#### **New solution for heat detection**

If a cow is on heat, its normal daily rhythm changes – increased activity und less rumination. The SMARTBOW<sup>®</sup> Eartag records these factors. With receivers in the cowshed, the data is forwarded to a local server and analyzed. When heat is detected the farmer receives an alert on PC, smartphone or tablet.

‘By using Eartags we get highly accurate data. Contrary to our fears, the Eartags resist quite well and we have hardly any losses. They cannot slip out of place and are also particularly suitable for heifers, as they don’t need to be readjusted,’ says Wolfgang Auer, who started with the development of SMARTBOW<sup>®</sup> 5 years ago and made the system ready for the market. Now he and his 25 employees sell the system from Upper Austria and developed it further continuously.

Heinrich Zengerle, farmer from Bavaria with 50 dairy cows uses SMARTBOW<sup>®</sup> since March 2014: ‘For me, the most important thing is absolute reliable heat detection – in this case SMARTBOW<sup>®</sup> provides perfect support. I am amazed of the reliability of the alerts and completely rely on them. What I like most is the reliable heat detection for heifers.’

## **Where is the cow?**

In addition to heat detection SMARTBOW<sup>®</sup> also provides real time localization for cows. The solution detects the current position of the cows in the shed through the Eartags and shows the farmer on a digital map on PC or smartphone the current position of his animals. With the real time localization animals which have to be treaded or inseminated can be found very quickly. This is an advantage especially in larger herds.

Even companies with milking robots benefit from SMARTBOW<sup>®</sup>: “By the use of the localization we save up to two hours working time per day. I take my tablet with the SMARTBOW<sup>®</sup> software with me into the cow shed and enter the numbers of the animals. I immediately see in the map, where the animals are, who have not been at the robots, “says Otto Hadvall, farmer from Ljungbyholm/Sweden with 400 animals.

## **Intuitive software**

The SMARTBOW<sup>®</sup> team attaches great importance to make the software intuitive and easy to use for everyone. ‘First I had concerns if my employees feel confident with the system because they are not that familiar with computers, but on the contrary – they are very pleased,’ says Otto Hadvall, who works with the system since November 2013.

*51 lines, 2.807 characters (including spaces)*

## ABOUT SMARTBOW<sup>®</sup>:

SMARTBOW<sup>®</sup> was developed over a period of five years from the MKW electronics GmbH with its seat in Upper Austria/Weibern and is now sold directly to farmers in Austria and Germany. In Europe and the United States there are cooperations with several resellers. The slogan for the product 'YOUR COWS. YOUR BUSINESS.' corresponds to the idea, which drives the SMARTBOW<sup>®</sup> team: The goal is to enable the customers to care individually for his animals along with reducing costs and increasing profits.

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