



## SenseHub Beef

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



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 actions based on 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 (cow-calf operations), for both penned and grazing cows.

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

- Fast return on investment, with a shorter calving interval
- Unmatched heat detection accuracy, including silent heats, that enables precise insemination timing, to optimize conception rates
- Reduced hormone usage and labor costs
- Detection of cows that aborted
- Early-stage detection of anestrus cows

[Cows in Heat Graph >](#)



## 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 calf separation

[Health Monitoring Graph >](#)



## Improve group and nutrition management

- Group routine and heat stress monitoring
- Group consistency monitoring, for timely insight on how feeding changes are affecting your cows

[Group Consistency Graph >](#)



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

## SINGLE-BOX CONNECTIVITY



## SPECIFICATIONS

Setup	Single box serving as data server and antenna
PoE	SenseTime Controller uses Power over Ethernet (PoE) – 110V required
Tag compatibility	eSense Flex ear tags
Max number of tags	Up to 1,000
Upgrades	All components remotely upgradeable
Connectivity	Multiple users can connect through various types of devices



## eSense™ Flex Tag

### Communication

2.4GHz - 802.15.4

Area coverage: 200 x 500m (656 X 1640 ft)

### Expected battery lifetime

Electrical (battery): 3 years

### Size

H 68mm / W 38mm / D 15mm

(H 2.7" / W 1.5" / D 0.6")

### Weight

25 gr (0.88 oz)

### Operating temperature

-22o to 122o F (-30o to +50o C)

### Housing

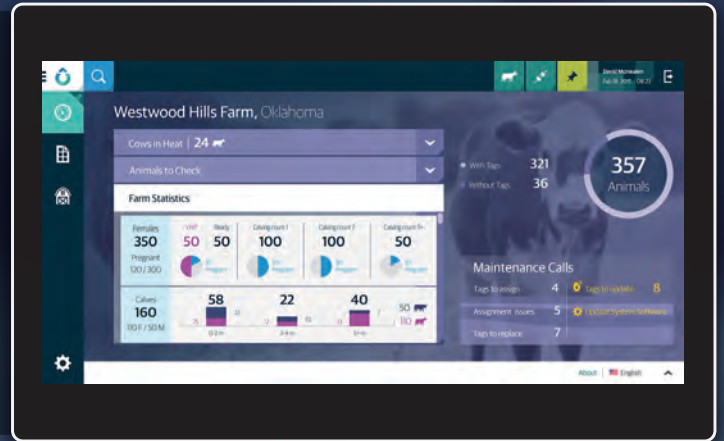
Waterproof (IP68) durability and unique plastic composition create a strong, airtight casing





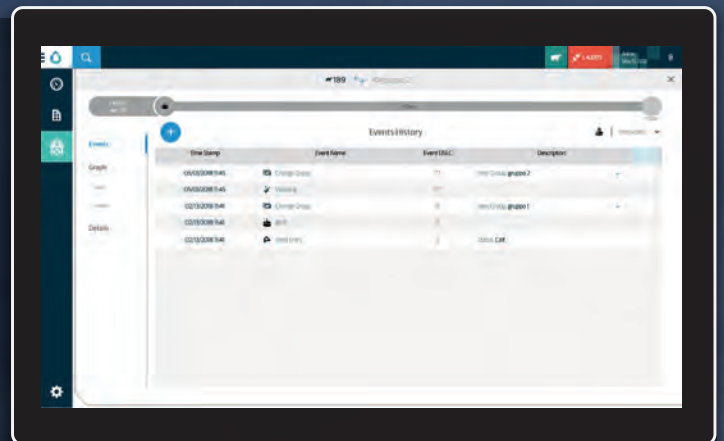
The best-in-class interface enables easy and efficient use, simple configuration to suit different farms and management methodologies, adapted to the beef sector with dedicated statistics and Key Performance Indicators.

[Farm Statistics >](#)



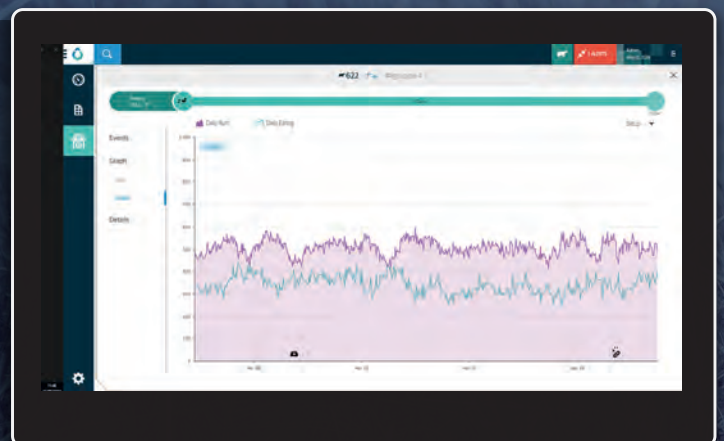
The system enables you to report a "weaning" event for a calf that becomes a heifer. It can also be used for a "bull-calf" that has been culled or weaned once separated.

[Weaning Event – From Calf to Heifer >](#)



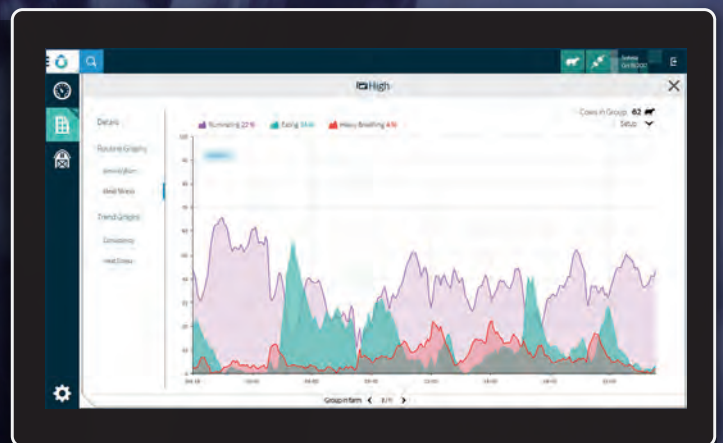
Separating the calf from its mother when it is weaned can be stressful for both the mother and calf. In cases where the cow is in distress around that period, the system will notify you and send an alert.

[Weaning Event Graph >](#)



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.

[Heat Stress 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.

[Group Routine Graph >](#)





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