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 anestrous 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 calf separation

**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

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**Cows in Heat Graph**

**Health Monitoring Graph**

**Group Consistency Graph**
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- **Detection of cows that aborted**
- **Early-stage detection of anestrous cows**
- **Group routine and heat stress monitoring**
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SINGLE-BOX CONNECTIVITY

- **Mobile application**
- **Tags**
- **Remote service and support**
- **Web application**
- **Solar power connection enabled**
- **Additional antennas**
- **SenseHub Controller**

**SPECIFICATIONS**

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

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 calf. In cases where the cow is in distress around that period, the system will notify you and send an alert.
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Farm Statistics

Weaning Event – From Calf to Heifer

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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