



# SenseHub™

The new generation of cow monitoring



An Antelliq Company



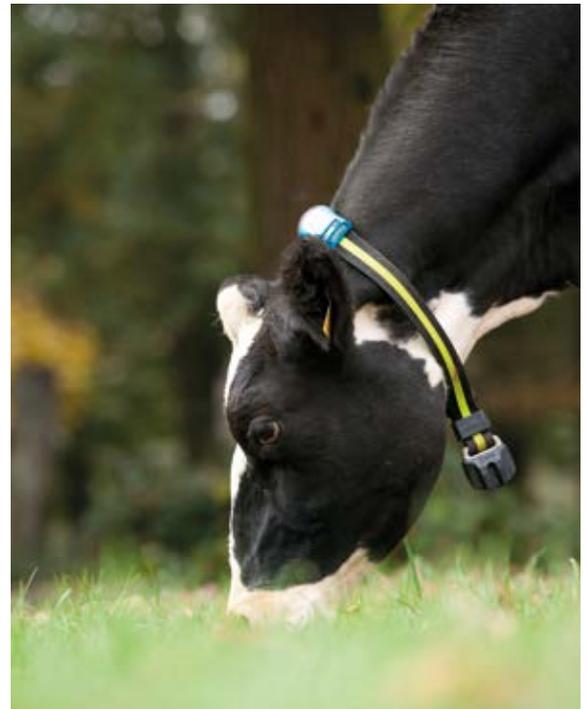


SenseHub™

## What is SenseHub™?

**SenseHub™ is a modular solution that uses a sophisticated and constantly optimised algorithm to provide practical and useful information on the reproductive, health, nutritional, and wellbeing status of individual cows and groups.**

This unique solution offers a choice of neck or ear tags, as well as varied application levels, payment options, and user devices. All elements of the system can be expanded or changed to adapt to fit the evolving needs of farms. Simple to install and use, and easily upgradable, SenseHub™ delivers value from the start, with long-term investment protection.





## Efficient management

Modular and extensible, SenseHub™ adapts to the size of your farm.

You can add sensors and applications as your needs change.



## Flexibility

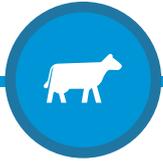
SenseHub™ pays for itself forever! You can choose between neck or ear tags, different data display modes, varied application levels and payment methods.



## Simplicity

With simple plug & play installation, SenseHub™ is a modular, scalable solution that grows with your farm.

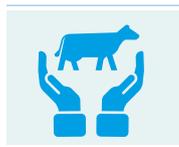
# EFFICIENT MANAGEMENT



## The most advanced solution for heat detection and health monitoring...

Practical information, provided by an algorithm that combines activity, rumination and wellbeing status of the individual cow.

The algorithm used is the result of years of experience. It can analyse cow behaviour in terms of physical activity, rumination, ingestion time, and other statuses, thus providing the user with accurate and precise information on the reproductive and health status of individual animals and groups.



## ... that lets you stay constantly in touch with your herd

SenseHub™ is the perfect tool to keep you in close contact with your herd. Like a true guardian angel, it monitors and observes every cow 24/7, alerting you promptly if you need to pay greater attention or take immediate action.

## Integration

Connection with third-party software allows you to continue entering events on your farm's management information system software, thus optimising work times.

## Constantly available and accessible data

The dual functionality of the SenseHub™ controller, as the antenna for receiving the information from the sensors and as the data processing control unit, means you can always manage your herd, even with a temporary interruption of Internet service. This ensures operational continuity, a consistent and high level of efficiency, and uninterrupted care of your cows.



# FLEXIBILITY



## Application levels

SenseHub™ adapts to any type of business management, offering different application levels depending on the objectives:

-  **Starter**  
Advanced reproduction management.
-  **Advanced**  
Individual health status monitoring..
-  **Premium**  
Group behaviour monitoring.
-  **Young Stock**  
Advanced health monitoring of calves

## Data access devices

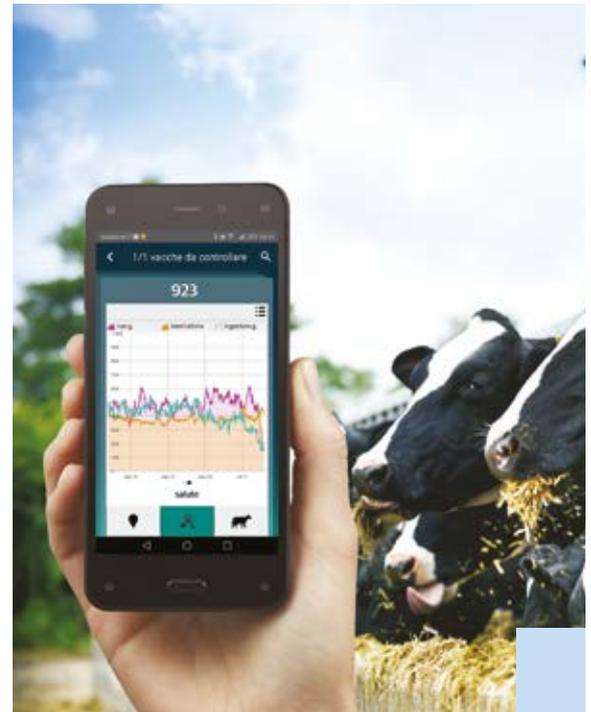
You can access SenseHub™ data with devices you already own or via a dedicated touch screen panel. The combined use of devices and access to different users, even simultaneously, increases efficiency through the exploitation of data mobility.

Smartphones

Tablets

SenseHub™ - Touch Screen Panel

**MULTI-USER  
ACCESS**



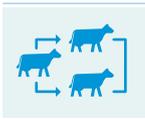
# SIMPLICITY



## Easy installation and configuration

The control unit requires a single cable. Its intuitive configuration allows you to start using SenseHub™ immediately.

## Grows with your farm



SenseHub™ is modular and scalable, adapting to the growth of the farm with the addition of neck tags and the transition to different application levels. Constant updating protects your software investment.

## Simple and effective use

SenseHub™ can support the work of the farm from day one with its intuitive graphical interface and reports/graphs that provide the most relevant information in a clear and understandable form.

## SenseHub™ Academy

Integrated in the SenseHub™ interface, this section includes SenseHub™ system e-learning modules, instructional videos and technical manuals, always available for user consultation.



# Main Benefits of **SenseHub™**



# HEAT



**SenseHub™ provides accurate information for better reproduction management. It identifies the various stages of heat and accurately indicates the best time for insemination. It efficiently detects weak heat and grazing cows' heat.**

## **NEW HEAT INDEX:**

The innovative Heat Index includes an analysis of the cow's behaviour (states), and an evaluation of motor activity, rumination, and ingestion time. Accurate and precise information ensures a better conception rate.

## **NEW APPLICATION FOR SUSPECTED MISCARRIAGE:**

This feature provides valuable support for assessment and decision-making on the status of cows following artificial insemination.



# HEALTH



**The use of alerts for the proactive management of cow health allows for immediate intervention with consequent reduction in costs and use of antibiotics.**

- Increase awareness of the herd, even if you are not physically present in the cowshed
- Detect health problems early and take preventive action
- Specifically monitor the health of fresh cows
- Obtain rapid feedback on the effectiveness of veterinary treatments

## **NEW REAL-TIME GROUP ROUTINE APPLICATION:**

Real-time updates show unusual changes in motor activity or rumination on a group or herd level, compared to a historical average figure. This information gives an early indication of the rapid spread of a disease, group panic, stress or other event that has altered habitual behaviour.



# CALVING



**Pre-post calving distress: a new set of real-time alerts that provide essential information to farmers during the calving process.**

## **NEW PRE-CALVING ALARM:**

Obtain information on cows that are experiencing episodes of abnormal stress during calving.

## **NEW POST-CALVING ALARM:**

Minimise the impact of post-calving illness with early warnings.



# NUTRITION



**Availability of information on feed rations or nutrition at the group level allows a prompt approach to potential problems.**

- Improve your nutrition strategy; quickly see how the cows react to changes in diet.

## **NEW GROUP CONSISTENCY APPLICATION:**

This application monitors and analyses the trends of long-term rumination, highlighting any irregularities with an effect at group level, such as feed changes, the opening of a new silage bunker, change of rations, provision of poor quality foods, and much more. In this way, we can intervene to favour maximum homogeneity of rumination within the group, resulting in a general improvement in health.



# HEAT STRESS



**Real-time information on group heat stress and assessment of possible mitigating actions.**

This innovative application assesses any hyperventilation among your cows. It immediately alerts the farmer if a group is under heat stress, providing important information on when to introduce or how to change the use of the cooling system, to minimise the negative effects.



# ROUTINE



**Real-time alerts of sudden changes, planned or unplanned, in a group or an whole herd allow you to provide an immediate solution to minimise any negative consequences, and to continue to monitor the cows.**

Cows behave habitually. When herd managers understand this and how to best manage its impacts we see a clear improvement in the wellbeing (with diminished stress) and therefore productivity of the herd. The alert is an effective tool that allows the farmer to monitor the routine of each individual group in real time, minimising the effect of any individual change, whether or not it was intentional.





# Save time and money with **SenseHub™?**

**We have combined our decades of experience in the industry, millions of tags sold, targeted international research, and real survey data to create the world's most advanced and best selling monitoring technology.**



## **REDUCED VISUAL OBSERVATION**

Save one hour per day with a 100-cow herd.

**SAVINGS  
OF 360 HOURS  
PER YEAR**



## **SHORTER CALVING INTERVAL**

Save 15 open days per cow in a 100-cow herd..

**SAVINGS  
OF 1500  
OPEN DAYS  
PER YEAR**



## **GREATER LONGEVITY**

Five fewer culled cows per year in a 100-cow herd.

**SAVINGS  
OF € 375  
PER MONTH**

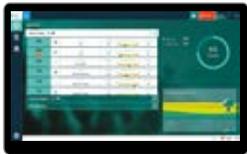


## **DISEASE DETECTION**

10 fewer cases of ketosis per year in a 100-cow herd.

**SAVINGS  
OF € 500  
PER MONTH**

# Components



## Touch Screen Panel

A touch screen panel with integrated computer, directly connected to the SenseHub™ controller, for quick and easy interaction with the system.



## Tablets + Smartphones

Use SenseHub™ to monitor your herd via a tablet or smartphone. Perform any operation from anywhere you are.



## PC

Your PC can connect directly to the SenseHub™ controller, accessing the graphical interface through your Internet browser or the SenseHub™ web app.



## Controller

The SenseHub™ controller's dual antenna and control unit capabilities enable it to receive data from the sensors and process it directly, before making it available over the Internet.



## cSense™ Flex Tag

This established technology is continuously improved and updated. Software updates are performed through the SenseHub™ controller.



## eSense™ Flex Tag

Proven technology in a lightweight, easy-to-fit, and highly reliable tag.

# cSense™ Flex Tag



Innovation that is constantly  
**evolving**



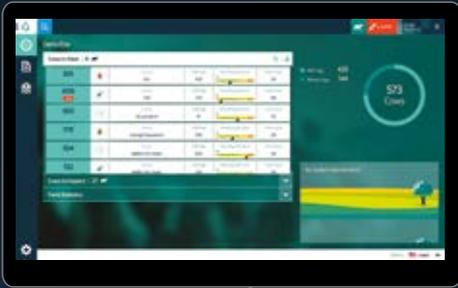
# eSense™ Flex Tag



The best in innovation  
at just **25 grams**



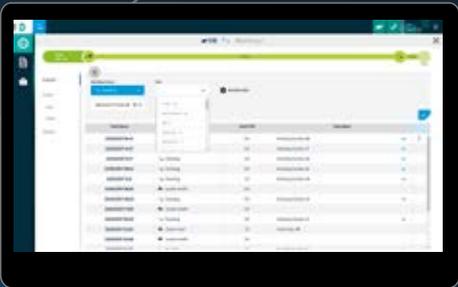
# The most advanced monitoring solution



Dashboard



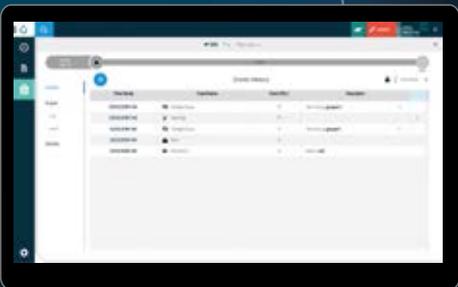
Heat stress of groups



Cow card - Insemination recording



Cow card - Health status graph

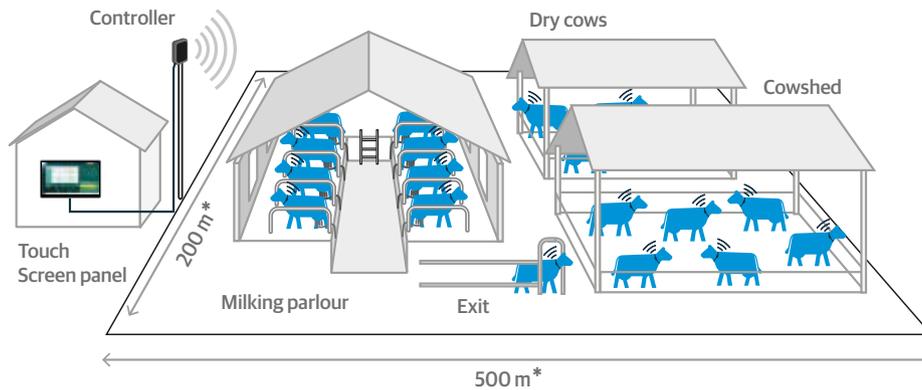


Cow card - Events recording



Cow card - Heats graph

# Technical specifications



\* Signal coverage: Typical of Allflex antenna at radio frequency: 200-500 m (656 to 1.642 ft) based on technical inspection at the breeding farm.

FEATURE	SENSEHUB™
Configuration	Single box with data server and antenna functionality
PoE	The SenseHub™ Controller uses Power over Ethernet (PoE) - no electrical connection needed
Dual tag compatibility	eSense™ Flex Tag, cSense™ Flex Tag
Maximum number of tags	Up to 1,000
Tag life	Estimated battery life: eSense™ Flex Tag - 3 years, cSense™ Flex Tag - 7 years
Upgrade	All components can be remotely upgraded
Connectivity	Connects multiple users using different types of devices
Integration	Connects with third-party management software
Communication	2.4G Hz - 802.15.4 Coverage area of SenseHub™ Controller 200 mx 500 m



## Customer support

Allflex undertakes to provide its network of customers with the best technical support available. The service includes the [www.scrdairy.com](http://www.scrdairy.com) website, which provides access to the Partner Zone and the IBMS (Install Base Management System). This allows dealers to order required components quickly and precisely and to access the Service Call platform to open and manage technical support calls. Allflex customer service is available for technical assistance and support during the installation site visit to ensure that customers receive quick and accurate information and instructions.



## Training for success

Over the years the Allflex Academy has developed a programme of courses fully adaptable to customer requests. This distinctive element of the Allflex Academy enables it to provide a training package for installers, customer service technicians and end-users (farmers).



## Allflex Academy portal

The Allflex Academy portal, which can be accessed from the [www.scrdairy.com](http://www.scrdairy.com) website, allows registered dealers to view and download the latest training materials, including videos, presentations, e-learning modules, documents and other related technical training material.

The portal also includes a calendar of courses, for checking the course schedule and online registration for the various sessions.





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