



CowView

The smart way of mobile herd managing.

engineering for a better world

GEA Farm Technologies



CowView, the handy management tool.

Dairy herds are getting bigger and milk yield is increasing. 200, 500 or even 1,000 animals place high demands on care and organization. Simply take management matters into your own hands:

GEA CowView keeps an eye on every animal, provides information about oestrus activity, gives early warning about diseases, helps with outstanding tasks and ensures perfect communication between all participants.





Keep an eye on every cow 24/7.

GEA CowView monitors and analyses your animals individually and around the clock, to ensure that important measures can be introduced and implemented immediately. In order to guarantee a consistently good condition of your animals, you, your staff and external service providers need to know precisely what has to be done, when and with which animal:

Herd managers, inseminators and hoof trimmers – if necessary, GEA CowView will inform the relevant specialists. Think economically, profit from time savings and ensure effective utilisation of valuable employees right from the start!





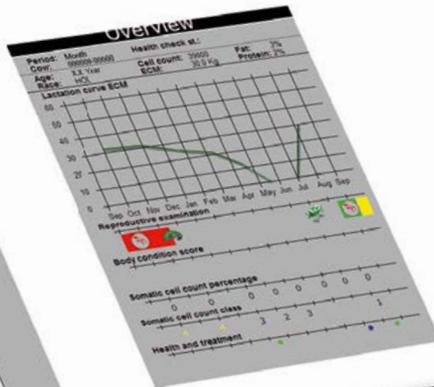
Smartphone screen content:

Item	Value	Color
Item 1	10	Green
Item 2	20	Red
Item 3	30	Blue
Item 4	40	Orange

Real-time monitoring.

Maintaining large herds requires diligent management teams with precise knowledge of each animal's condition. Does any farmer have the time to inspect 200 or 2,000 animals?

GEA CowView puts you on level terms with every animal in the cowshed: in real-time, daily and week after week. This means that you not only receive information about current behaviour and health status, it also tells you precisely where to find the animal that needs treatment!

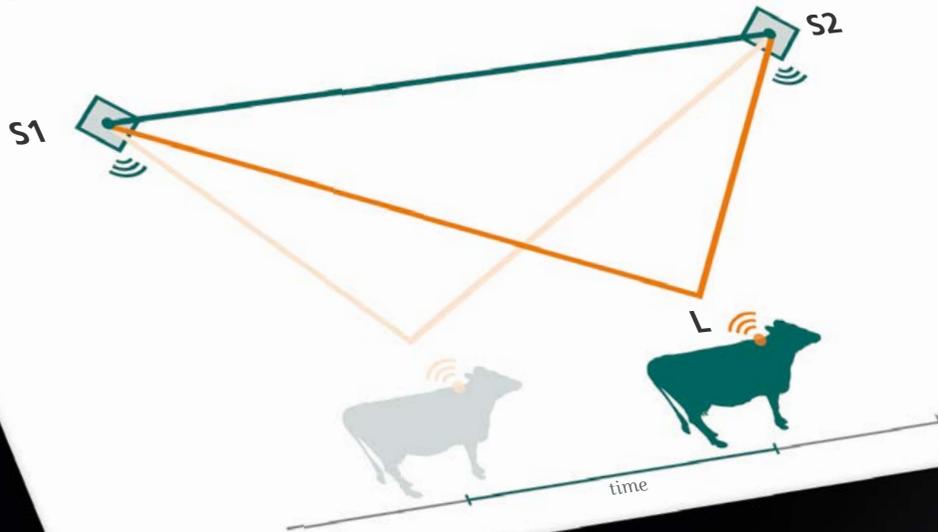






Always recording.

GEA CowView is an intelligent monitoring system that continually records the location of each cow with sensors in the barn and CowView labels at the collars. GEA CowView provides clever conclusions using the animal-specific movement profile, normal behaviour patterns and also the behaviour of animal groups. If lying, eating or daily habits change CowView will generate the correct warnings for your smartphone, tablet or PC. This will enable you to take a closer look at any animal requiring attention.



It only takes a simple click for GEA CowView to show you the position in which the animal is located. You will be able to find a specific cow easily and quickly, even if there are 1,000 or 2,000 animals in the cowshed.



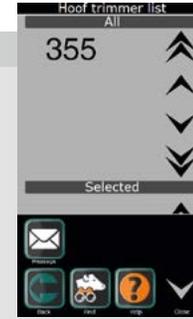
And action please!

The intensive monitoring makes it easy to implement the necessary measures and take the correct steps. Behaviour, gait and appearance tell every experienced farmer when a cow is lame or is contracting a disease. An intelligent decision: Using the GEA CowView analysis as well as your own observations will lessen the chance of the disease being passed on as you will be able to inform the relevant specialists in due time.

If GEA CowView records increased activity during the real-time monitoring you will be able to schedule insemination based on the cow's data. Via email or SMS you can send the optimum time directly to the technician and plan the reproduction steps to ensure the greatest success!



A matter of minutes: CowView guarantees a smooth workflow.



8:30 a.m.
The farmer begins his rounds in the stall.

8:31 a.m.
Warning via his smart-phone: Cow Lisa (355) shows reduced activity.

8:32 a.m.
The farmer takes a look at Lisa and her arched back tells him that she is lame.

8:33 a.m.
Email sent to the hoof trimmer: Cow 355 is lame.

9:30 a.m.
GEA CowView shows the hoof trimmer where Lisa (355) is presently located; he treats and bandages the hoof. Wound control in 7 days.

9:30 a.m.
7 days later: GEA CowView shows the hoof trimmer where Lisa (355) is presently located; the hoof is treated once again.

Effective herd management performance.



CowView is the future-orientated model for economical work flows and profitable milk production in modern livestock farming.

Prompt warning functions, wide-ranging analyses and options for optimising animal, health and reproduction management provide the ideal enhancements to computer-based herd management.



GEA
GEA Farm Technologies

84

84 783

GEA CowView, the management system that offers clear benefits in just a few seconds.

- **Secure management tools for large herds**

Every animal receives the attention that it needs; no animal or task will be forgotten. Animal-based data and tasks can be entered directly for each animal.

- **Every animal is recorded separately**

Continuous localisation saves working time: The ability to locate a selected animal in just a few seconds eliminates the need for time-consuming searches. That assures a more economical and effective use of your employees.

- **Reliable oestrus detection**

GEA CowView determines the ideal point in time for insemination, leads to greater success with the selected cows, shorter periods between calving, as well as increased milk yields and reduced reproduction costs.

- **Early warning system for health management**

Health risks are detected early on, which means shorter treatment times as well as reduced costs and downtimes.

- **Flexible and extensive management support**

Easily created, organised and delegated tasks, optimised information flows and smooth communications between herd managers, personnel and the external service providers.

- **Availability and ability to process the data anywhere**

All data is available via the internet on smartphones, tablet PCs or herd management; no other data collection method is necessary.





GEA Farm Technologies GmbH

Siemensstraße 25 - 27, D-59199 Bönen

Tel. +49 (0) 23 83 93 7-0, Fax +49 (0) 23 83 93 8-0

www.gea-farmtechnologies.com