

I.D.ology

1324 W. Clairemont Ave.

Eau Claire, WI 54701

Phone 715-834-9922

E-mail: idology@id-ology.com

What are RFID for Animal Agriculture and the ISO Standards all about?

Globalization!

**Technology is rapidly shrinking the world.
It once was trains, planes and automobiles.**

**With a quantum jump it is now -
TV, cell phones, and The Web.**

**Globalization is tied together by communications that are fast, economical and precise.
RFID can handle this.**

Globalization is characterized by

- Integration of markets with the oceans no longer a boundary.**
- Miniaturization with Moore's Law for semiconductors.**
- Computerization with ever increasing speed and usage.**
- Dynamic processes requiring dynamic and accurate data.**

**It is imperative that we in Animal Agriculture
adopt this Globalization Perspective**

It requires a different approach

**With the shift in perspective that is
required having increasing importance
in the worldwide economy.**

**There are several hurdles for RFID to overcome.
In order to provide:
Reliable
Precise
Dynamic data.**

Not too tall an order, however, there are areas where the technology can do better.

I.D.ology has focused on readers as an essential tool for the general utilization of RFID in Animal Agriculture.

Stationary readers are needed that read all tags presented in any orientation.

It is imperative that we in Animal Agriculture adopt this Globalization Perspective. It requires the ISO Standard 11784/5 as well as a different approach.

This shift in perspective is starting to occur as witnessed by the nature of the presentations and displays which are increasingly focused on market needs.

I.D.ology

- Involved with RFID Systems for 10 years.**
- Most of our RFID Systems tie into Dairying & Research**
- Built and programmed an intricate system monitoring feed consumption of individual birds in a flock networking 80 feed/ID stations.**

- Implant programs for pets in 40 states.**
- Implant programs for cattle with thousands implanted**
- SensiTech software to correctly place RFID cows in a milking parlor when tags are missing**

- ❑ **Became a Premier Solutions Partner with Intermec 3 years ago to facilitate our supply chain management work.**
- ❑ **Designed and programmed the first integrated Mobile Vet System**

Working with a species group to show the benefits and costs of Source Verification within the supply chain

We are now bringing to market readers tailored to the specific needs of various market segments

CrossFire™ Alleyway Reader

- ✓ Issue with all tag – panel-reader combinations their inability to read tags presented when the orientation of the tag and the reader antenna are incompatible.



CrossFire™ Alleyway Reader

We have built, tested and patented a reader, which rotates the magnetic read field, forcing a coupling between tag and antenna. One person quipped,
“It’s a Tornado!”

**With tag orientation no longer an issue.
Virtually no tag goes unread.**

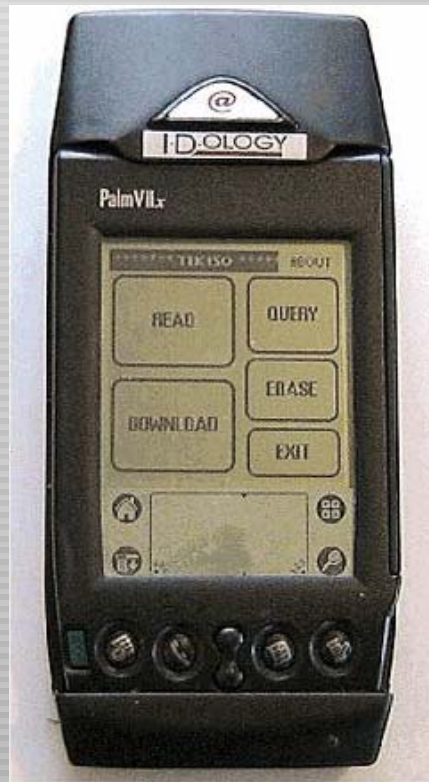
ISO-Cane Reader

- ❑ *Issue with many handheld readers is they are modeled after pet readers and don't have sufficient reach.*
- ❑ *The ISO-Cane gives the operator an extended reach and a long read distance with long-life batteries.*
- ❑ *Customized features include
BlueTooth™
LED display*



@ Interrogator

Captures data through RFID scanning and with tactile input in real time and maintains the data in a dynamic medium.



***An innovative technology company
focused on providing industry specific
solutions in identification and automated
data collection.***

I.D.ology

1324 W. Clairemont Ave.

Eau Claire, WI 54701

Phone 715-834-9922

E-mail: idology@id-ology.com