



Technology at the *Speed of Commerce*

2006 NIAA ID Expo
Kansas City, Missouri
August 22, 2006



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ID Expo

Technology at the Speed of Commerce


- The Tools...
- Meeting the need of the market – proven solutions
- Technology Neutrality vs. Technology Specificity
- ISO RFID – the product of choice
- Allflex experience



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The Tools...

NAIS:
Approved AIN
Tags



United States Department of Agriculture
Animal and Plant Health Inspection Service

NATIONAL ANIMAL IDENTIFICATION SYSTEM



User Info

Not Logged In

Public Tools

List ID Devices

Login

Help

You are here: AIN Management / List ID Devices

Manufacturer

Manufacturer ID:

Species:

Include Scrapie Program Tags:

Approved Devices

Manufacturer NPN	Mfr Label NAIS Device #	Device Type	Approval Status	Device Information and Characteristics	Species (Recommended by Mfr.)
Allflex USA, Inc.	FDX Ultra EID Tag - Button MS 003	AIN/RF Tag - Button	NAIS	ICAR Code #: 982 RF Tech.: FDX RF Freq.: 134.2 kHz Material: Plastic Diameter: 24 mm Weight: 3.3 grams	Bison Pigs Cattle Deer and Elk Goats Sheep
Allflex USA, Inc.	FDX Ultra RFID Tag SCR0013	AIN/RF Tag - Button	Scrapie Program Tags	ICAR Code #: 982 012 RF Tech.: FDX RF Freq.: 134.2 kHz Material: PLASTIC Color: Various Diameter: 24 mm Weight: 3.3 grams	Goats Sheep
Allflex USA, Inc.	HDX Ultra EID Tag MS 013	AIN/RF Tag - Button	NAIS	ICAR Code #: 982 RF Tech.: HDX RF Freq.: 134.2 kHz Weight: 3.3 grams	Bison Pigs Cattle Deer

Allflex Ultra High Performance Half Duplex Tags

Allflex Ultra Full Duplex Tags



The Tools...

Readers...



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Meeting the needs of the market

- Proven Solutions – it WORKS



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Proven Solutions

Read 1 at a time?

- A **Stick / Wand Reader** is all you need



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Proven Solutions

Want to automate low throughput reading?

- **Panel reader applications**



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Proven Solutions

Need to read 1000's in a day?

- **High Speed =
Multi-Lane**



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Proven Solutions

“The industry needs a system that can handle a rapid flow of cattle in an alley-way situation and have a very high success rate – near 100 percent – in terms of scanning and reading the ear tags.”

“The multi-lane system is a very workable solution for auction markets with logic in the design that works in high movement facilities.”

John Basarab, Ph.D. research scientist with Alberta Agriculture Food and Rural Development.



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**Read Results
2290 cattle:**

HDX 99.87%

FDX 98.08%



**Western
Forage/Beef
Group**

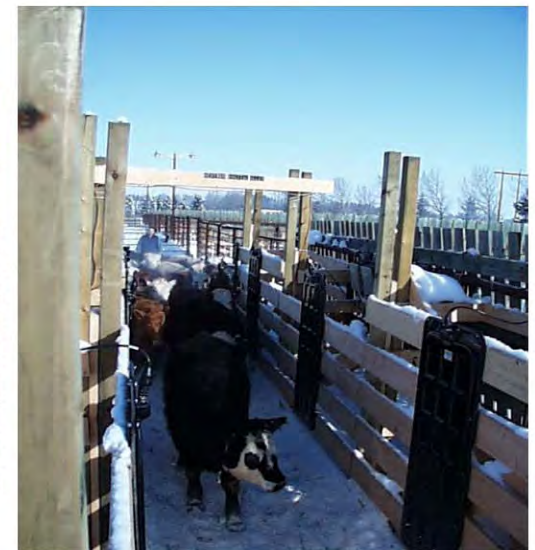


AAFRD New Initiative Fund, Project Number: 2005007

**Read Rate on Two Multi-Panel RFID Reader
Systems for use in Beef Cattle**

**Alberta Agriculture, Food and Rural Development, Western Forage Beef Group,
Lacombe Research Centre, 6000 C & E Trail, Lacombe, AB Canada T4L 1W1**

March 31, 2006



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Alberta Agriculture Trial

Half Duplex Read: **99.87%**

Full Duplex Read: **98.08%**



Proven Solutions



"Auction markets move at a feverish pace.

Multi-lane reader systems are the natural progression as we look at equipment that works and doesn't change the way the market operates."

Jim Akers, KBN

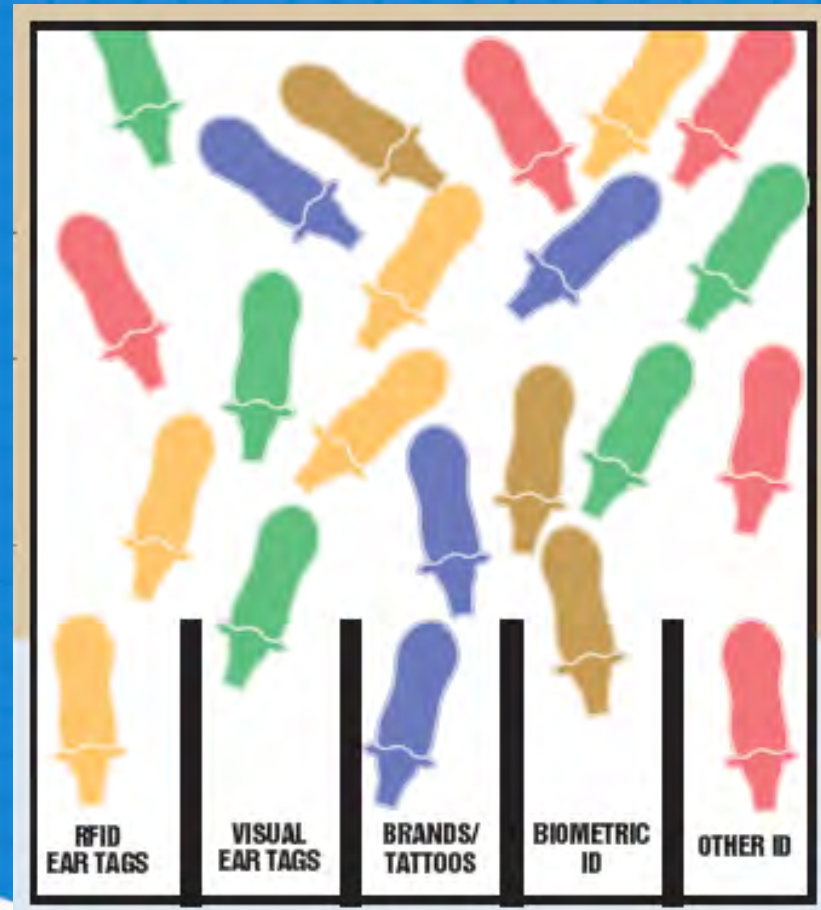


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Technology Neutrality vs. Technology Specificity

This is Technology Neutrality...

The challenge?



Technology Neutrality vs. Technology Specificity

Averting a Train Wreck...

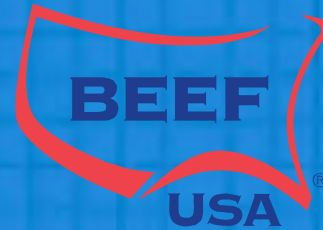


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ISO RFID – The Product of Choice

ISO RFID Supported by:

- NCBA
- iDairy
- USAIO
- Cattle Working Group
- ... and many Commercial Programs and Alliances



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ISO RFID – The Product of Choice

Official ID: *Market Proven* Success

- NLIS – Australia
- CCIA – Canada
- Agri-tracabilite Quebec



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Who is Allflex?

- 50+ year old US company with one mission:

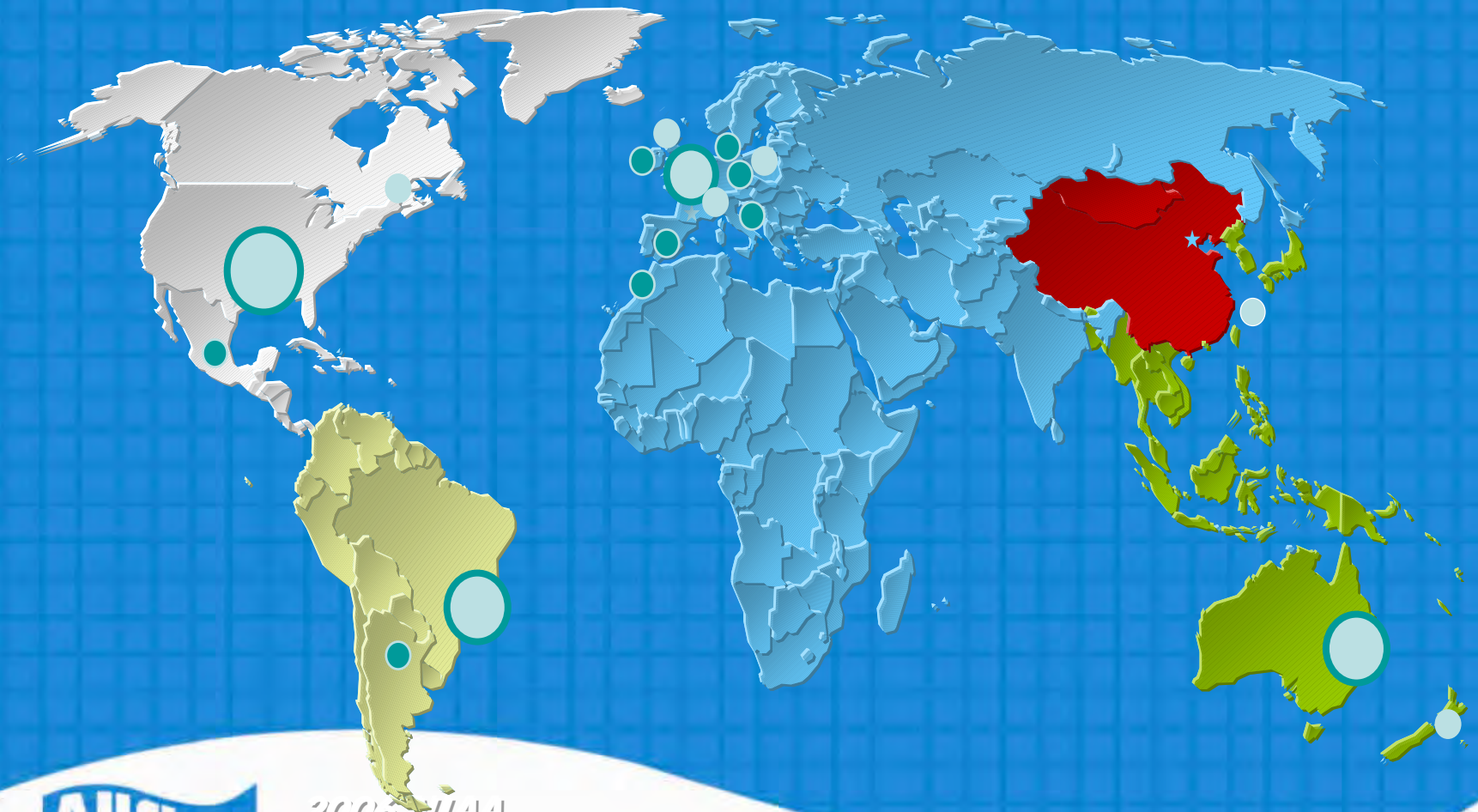
Assist in the implementation of Animal ID Systems

- Facilities on 5 continents
- Global experience – implementing id systems



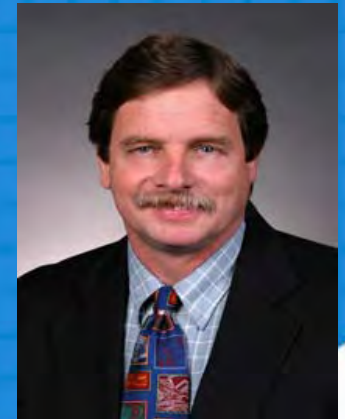
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Allflex Production Centers



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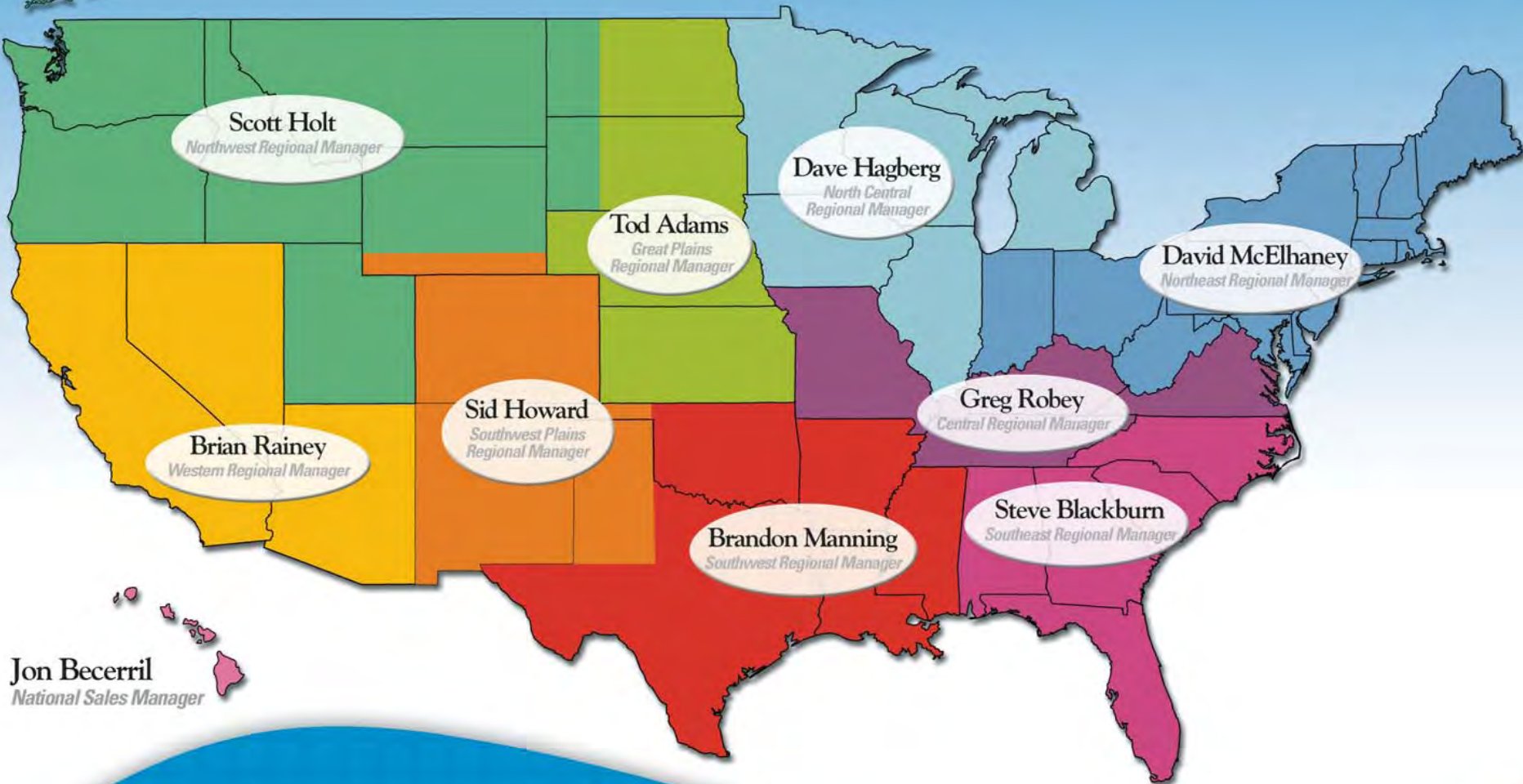
Allflex Team



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Meet our Team in the field

Allflex SALES TERRITORIES



Jon Becerril
National Sales Manager



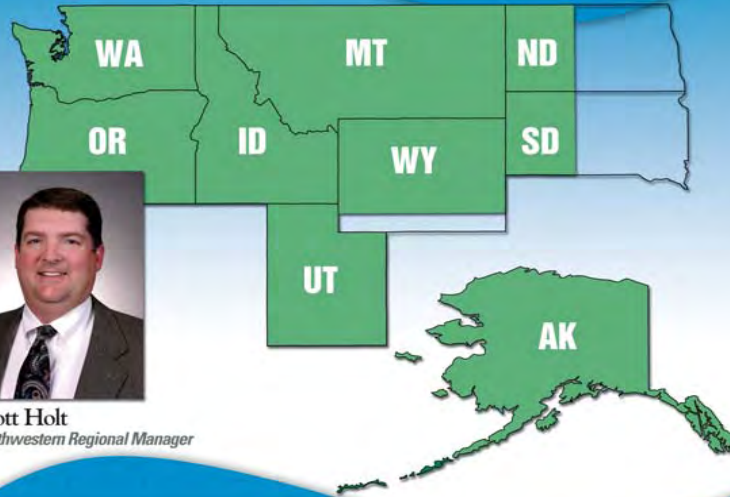
Brian Rainey
Western Regional Manager



Dave Hagberg
North Central Regional Manager



Scott Holt
Northwestern Regional Manager



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Brandon Manning
Southwest Regional Manager



Sid Howard
Southwest Plains Regional Manager



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Tod Adams
Great Plains Regional Manager



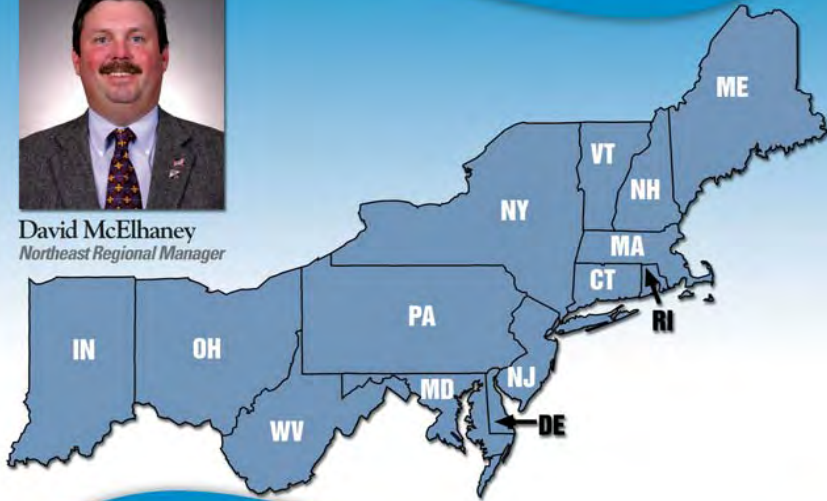
Greg Robey
Central Regional Manager



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David McElhane
Northeast Regional Manager



Steve Blackburn
Southeast Regional Manager



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Thank You

Allflex USA

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Allflex

High Speed

SOLUTION

