



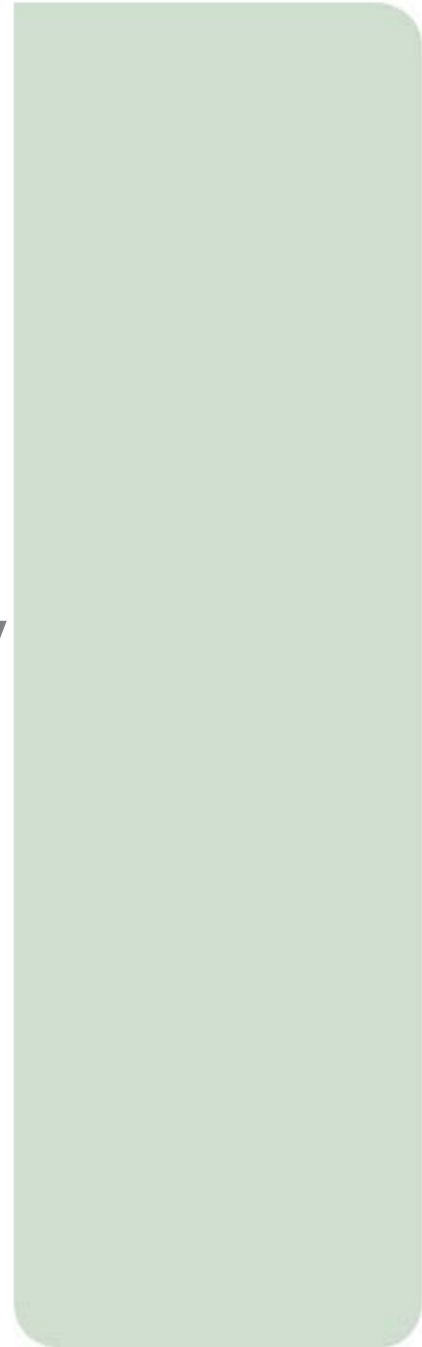
Animal-ID

a  insurance company

The logo consists of a series of small, semi-transparent spheres in shades of blue and purple, arranged in a curved, upward-pointing path that resembles a checkmark or a stylized 'V'.



RFID technology
faces new challenges
when used to track
Livestock.



Manufacturing/Distribution vs. Livestock RFID

MAN./DIST. RFID

- ENVIRONMENTAL CONCERNS
 - Paper, liquids and other RF interference
- USER SKILLS
 - Computers are common business tools

LIVESTOCK RFID

- ENVIRONMENTAL CONCERNS
 - Weather, terrain, clean electrical supply
- USER SKILLS
 - Many have not used computers, especially in the field

Key to success is matching the system to the environment and user abilities



- Extremely user-friendly
- Robust, water and animal-proof
- Simplified computer screens
- Simplified data uploading and downloading
- Designed for field use

Real World Implementation

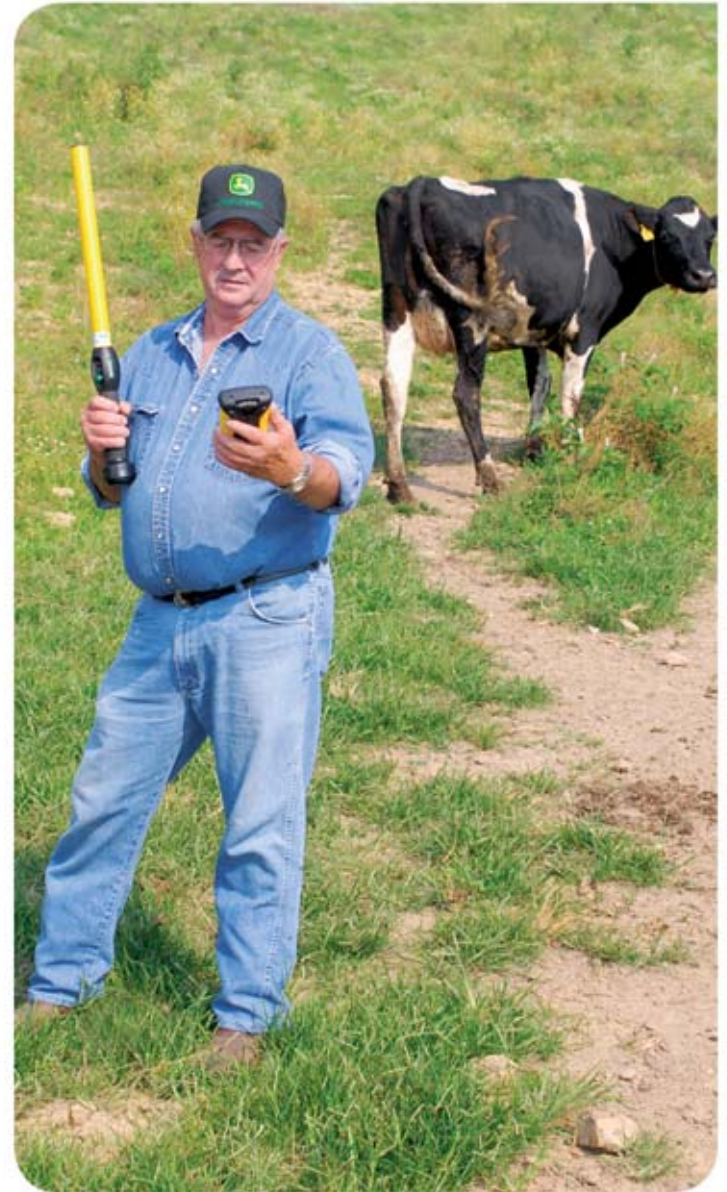
- Computer screens feature pull-down menus
- Simple navigation
- Simplified hardware
- Software designed for different user groups





Software for different user groups eliminates confusing features

- Stocker Module
- Producer Module
- Order Buyer Module
- Sales Barn Module





The goal is

to remove artificial boundaries imposed on the technology by environmental concerns and user inexperience.





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