

A grayscale photograph of a cow's head and neck, looking slightly to the right. The cow is the central focus of the slide, with its head in the foreground and its neck extending downwards. The background is a blurred, light-colored field.

“Cow 54, where are you?”

Using ISO RFID Technology for Improved Cattle Tracking

Matt Truong - CIO | HerdStar

HerdStar® is dedicated to producing transparent tracing, tracking, and monitoring solutions to the livestock food industry.

Speaker Bio – Matt Truong

- 15 years experience in RFID
- Symbol Technologies (formerly Matrics)
- Three successful startups
- Direct experience with Wal-Mart, Department of Homeland Security - USVisit Project, the Defense Logistic Agency, McCarran and the Hong Kong International Airports

BINTRAC



BinTrac - daily monitoring of feed levels within bins.

MicroZone™



MicroZone - provides a cost effective solution to automatically adjusting the heat output from supplemental heaters.

GF Pro™

GF Pro's dynamic grow-finish management program provides feed budget compliance, track pharmaceutical use, marketing management aids, biological performance comparisons by locations, barns and groups.

Agriculture RFID tagging & tracking solutions.

Total RFID Solutions and Services

- Train in advanced RFID technologies
- Consult and recommend solutions
- Perform spectral analysis
- Select and/or design tags
- Install and commission
- Maintain and support system
- Provide ERP SW and RFID middleware

Partners



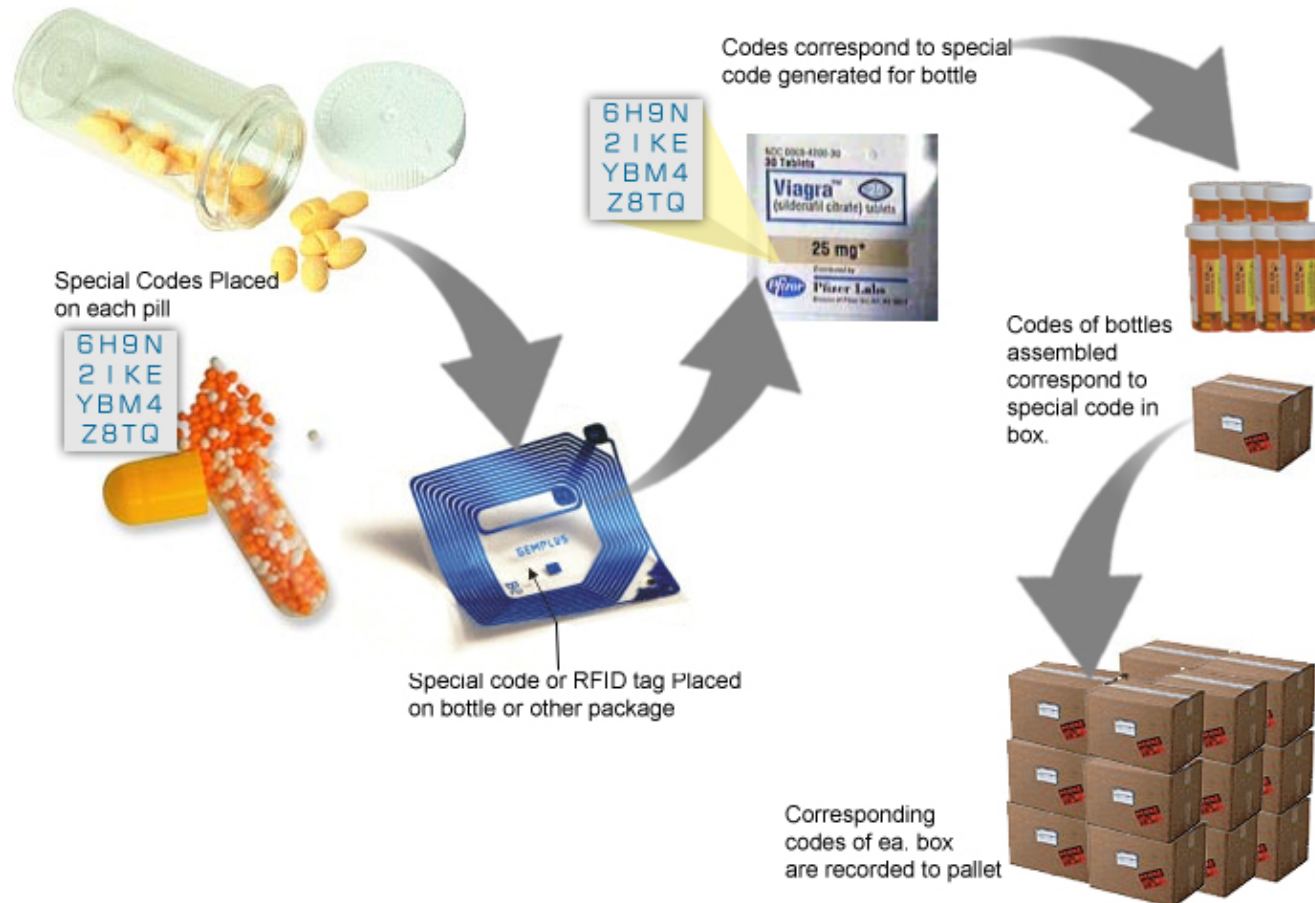
RFID systems integrator and inventory management solutions provider.

- Multiple pilots completed with Fortune 100 companies
- Partner with Global Consulting Group in the DLA RFID RFP phase 2
- Parent Company Unison holds patents in US and 31 countries
- International customer base
- 14 year track record

Can DOD find your shipment?



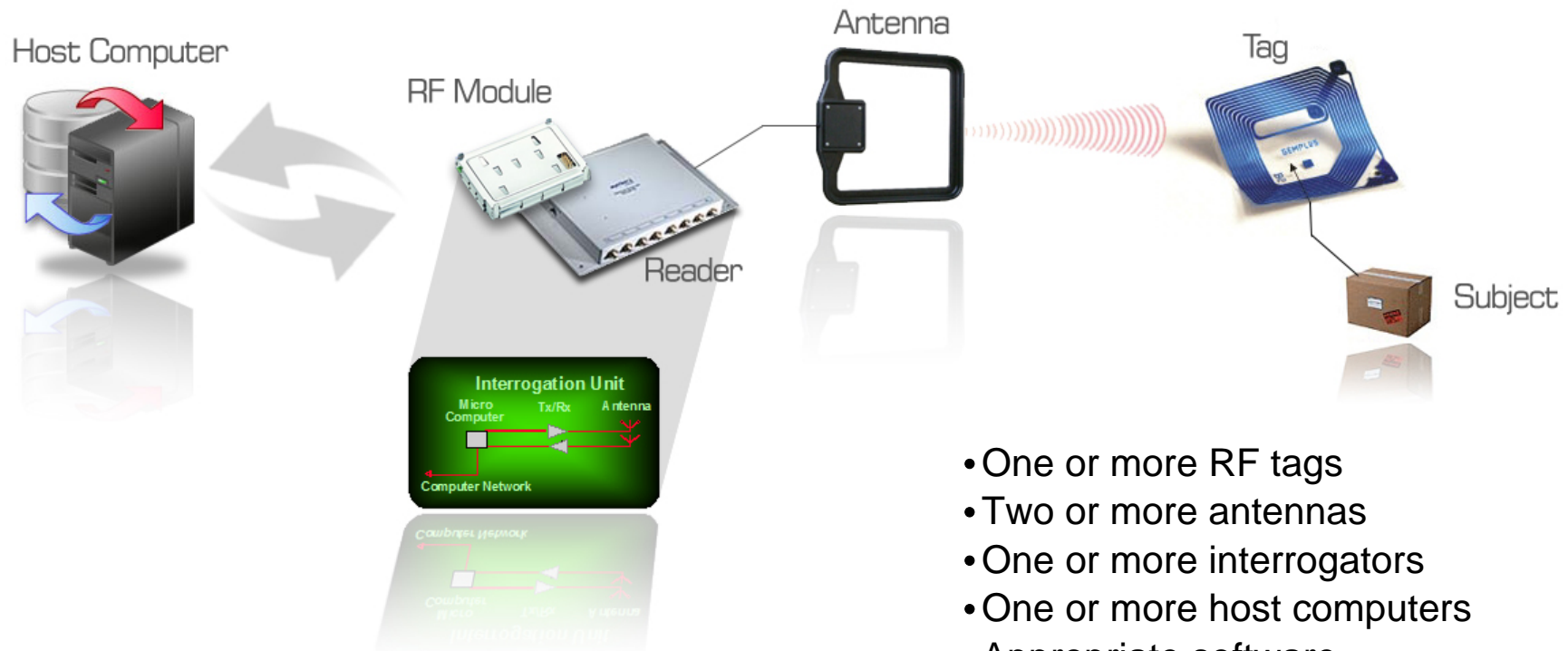
E-Pedigree Systems & Methods



RFID Frequencies and Range

Type	Frequency	Read Range
LF	124 KHZ	1-3 Ft.
HF	13.56 MHz	3-5 Ft.
HF (Active)	433 MHz	100 Ft.
UHF	860-960 MHz	15-30 Ft.
Wireless (Active)	2.4 GHz	100+ Ft.

Example Passive RFID System



- One or more RF tags
- Two or more antennas
- One or more interrogators
- One or more host computers
- Appropriate software

Active Livestock Projects

- Trace ownership transfer at an auction stockyard
- Track beef calves in U.S.
- Sort, weigh, and paint mark pigs
- Monitor feedmill VMI

HerdStar Empowers The Agriculture Industry

- Deliver complete ISO RFID UHF solutions
- Provide web centric database solution that preserves privacy
- Enable data access to third parties with permissions and roles defined by data owner
- Automate tracking processes of livestock from point to point
- Improves the traceability for quality assurance

Please Visit Booth 22
to
learn more about ISO
RFID Solution

HerdStar Inc.

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