



Animal Profiling International

**Disease Testing Results and
Read-Write Capable EID**

**Bruce W. Hoffman, DVM
President
Animal Profiling International**

What We Do

We provide the cattle industry new tools to improve profitability

– Quantitative/analytical profiling

- **Animal Performance Index**
- **BVD PI testing using RT-PCR screening method**

– Animal identification system

- **WriteTAG System**
 - www.writetag.com
- **Low frequency ISO tag that stores data on the tag.**



WriteTAG™

Identification System



Write**TAG**TM

WriteTAG Value

More than just a number



982000010832587

A Database that stays with the animal



<u>Date in</u>	<u>Source ID#</u>	<u>ISO Tag</u>	<u>Birth Date</u>	<u>Visual ID</u>	<u>TX Date</u>
2/15/2006	70000842	333000000167808	2/15/2006	21151	3/5/2006

Data with the Animal

- Instant access to data
- Allows for rapid management decisions
 - Source
 - Age
- Disease monitoring
 - AP Index
 - BVD PI screening

Animal Carries the Data

Visible ISO # on Tag



**Readable and
Writeable**

Tamper Proof



Low frequency EID tag

The System

- WriteTAG system
 - WriteTAG
 - Universally readable ISO number
 - Data
 - Software compatible
 - WriteTAG provides:
 - Secure data movement
 - Inventory management
 - Encrypted data
 - No reliance on third party services
 - DATA MOVING WITH THE ANIMAL

- **Simple**
- **Reads and writes**
 - Source ID
 - Birth date
 - Visual Tag #
 - Antibiotic treatment date
- **Downloads**
 - Easily downloads to Producer's PC and is compatible with API Cow Calf Profiler management software.



WriteTAG Advantages

- Data can be added from birth to harvest
- Eliminates errors generated by written entries
- Consumer Confidence - Data with the animal
- Reduced equipment costs and technology needs of producers
- No central database needed

Thank You

www.animalprofiling.com
www.writetag.com

Bruce W. Hoffman, DVM
bwh@animalprofiling.com
877-278-1344



WriteTAG™



API
ANIMAL PROFILING INTERNATIONAL, INC