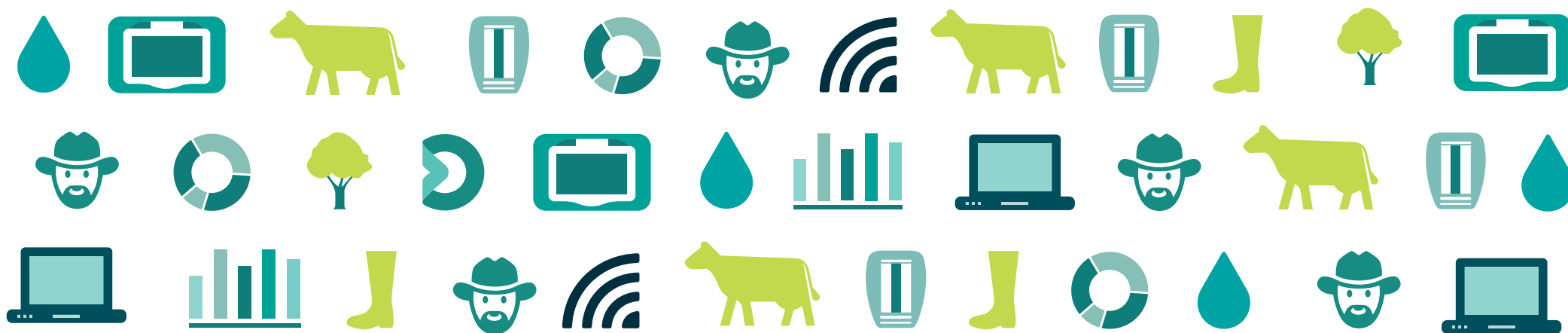# SCR. Make every cow count.

SCR

Leading pioneer in cow intelligence

Over **2M** tags sold since 2007, in more than 15,000 farms worldwide

SCR Heatime® systems are installed in more than **50 countries**

Over **12M** cows around the world use SCR technology

Over **300,000** electronic milk measurement devices sold

9 out of 10 milking robots in the world contain key SCR components

Because the success of your farm depends on the health and productivity of your individual cows, SCR is committed to making every cow count.

Monitoring millions of cows worldwide, our data-driven solutions are trusted by successful dairy farmers to help them improve efficiency and drive growth. We provide the insights and analytics that are essential for optimizing the productivity of every cow, thereby maximizing herd performance and helping to ensure a secure and prosperous future for farmers and their families.

Building on over 35 years of meaningful innovation, our pioneering solutions enable smarter, more sustainable dairy farming through leadership in:

Cow Intelligence

Our leading edge cow monitoring systems collect and analyze critical data points, from activity to rumination, on every individual cow, delivering the heat, health and nutrition insights farmers need, when they need them.

Milking Intelligence

Our advanced milking solutions, led by best-in-class milk measurement technologies, simplify and streamline the milking process to save time, improve accuracy and drive overall efficiency.
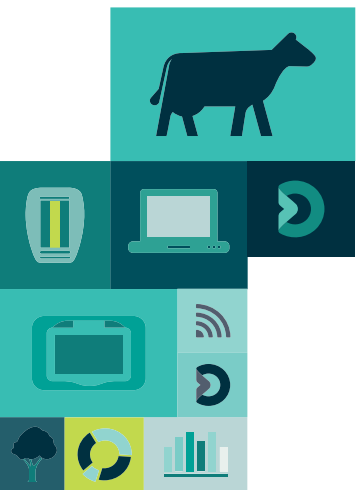
Herd Intelligence

Our powerful and scalable management system provides integrated, actionable information, for efficient and profitable herd management. The system enables intelligent utilization of the data provided by SCR cow and milking intelligence solutions and is compatible with third-party solutions.

SCR innovations are guided by the following principles:

– **Expertise:** Deep industry experience, with a focus on enhanced cow productivity
– **Commitment:** Focus on efficient tools that answer farmers' most pressing challenges
– **Practicality:** Grounded approach, ensuring ease of use and actionable information
– **Agility:** Scalable and modular systems designed to adapt as farms grow in size

With a global partner network, all of our products are backed by responsive support and highly trained staff.

SCR. Make every cow count.

Cow Intelligence

Advanced cow monitoring systems designed to collect and analyze critical data points, from activity to rumination, for every individual cow. Delivering the heat, health and nutrition insights farmers need, when they need them.

SCR Heatime® HR Series

The SCR Heatime® HR series eliminates the guesswork and inconsistency of evaluating the reproductive, health, nutrition and wellbeing status of each and every cow, allowing early and proactive action to alleviate the full effect of the incidents that prevent each cow from achieving its genetic yield potential. With this advanced, real-time, centralized system, you can power-up your cow monitoring capabilities.

Boost herd-wide productivity with powerful, individual animal status monitoring

- Optimal lactation curve management for maximal milk production
- Early detection of health issues, enabling preemptive action
- Real-time, effective health monitoring at high-risk times - difficult calving and distress alerts
- Fast insight into the effectiveness of veterinary treatment
- Insight into ration and nutrition issues
- Analysis of environmental factors for optimal decision making

Optimize heat detection and achieve high conception rates

- Proven on 15,000 farms and millions of cows to detect heat accurately
- Uniquely combines rumination, movement and movement intensity, recognizing behavior patterns
- Actionable information – optimal time window for insemination

Complete reproduction and health monitoring solution

SCR Heatime HR System

The SCR Heatime HR System is a standalone terminal-based system that provides a complete reproduction and health monitoring solution, with no PC required. The intuitive operation and low maintenance enable you and your employees to work more efficiently and with greater confidence.

Powerful cow monitoring solution for maximum efficiency in managing individual cow monitoring data

SCR Heatime Pro System

The SCR Heatime Pro System is a powerful cow monitoring solution that enables maximum efficiency and flexibility in managing individual cow monitoring data. The PC-based SCR Heatime Pro System works with all SCR Heatime neck tags, creating an advanced, centralized solution for heat detection and health monitoring. A sophisticated managerial solution with lifetime cow history tracking and rich data analysis capabilities, it delivers cow intelligence, for individual cows, groups and herds.

Milking Intelligence

Advanced milking solutions, led by best-in-class milk measurement technologies, simplify and streamline the milking process to save time, improve accuracy and drive overall efficiency.

SCR MC200 ED Milking Controller System

The SCR MC200 ED Milking Controller System is a complete milking point solution for optimizing the milking process. Comprising a highly accurate FreeFlow® milk yield measurement device and an advanced, fully controlled pulsation system, the SCR solution enables a simpler, more controlled and efficient milking process.

Get accurate milk yield data and an efficient milking process while safeguarding cow comfort
· Accurate milk yield data and free flowing milk measurement
· Automated control simplifies milking and increases parlor operator efficiency
· Precise vacuum and pulsation control safeguards cow comfort and udder health

Facilitate parlor operation with a reliable and modular milking system
· Reliable milking with low maintenance requirements
· Modular milking system that can grow with your needs

Herd Intelligence

Our advanced and scalable management system, enabling intelligent utilization of the data provided by SCR cow and milking intelligence solutions and compatible with third-party solutions, provides integrated, analyzed, actionable information, for efficient and profitable herd management.

SCR **DataFlow II** is a complete herd management software solution that centrally controls the automated components of the milking parlor as well as the heat and rumination monitoring. SCR DataFlow II ensures optimal herd health, reproduction and milking management for maximum productivity, by providing fully customizable, comprehensive views of both individual cows and the herd

Leverage real-time parlor information for maximum efficiency
· Real-time in-parlor alerts and information, on time
· Actionable information and real-time data entry in the pit simplify operators' workload
· Parlor LCD screen enables monitoring of all milking points from anywhere in the pit
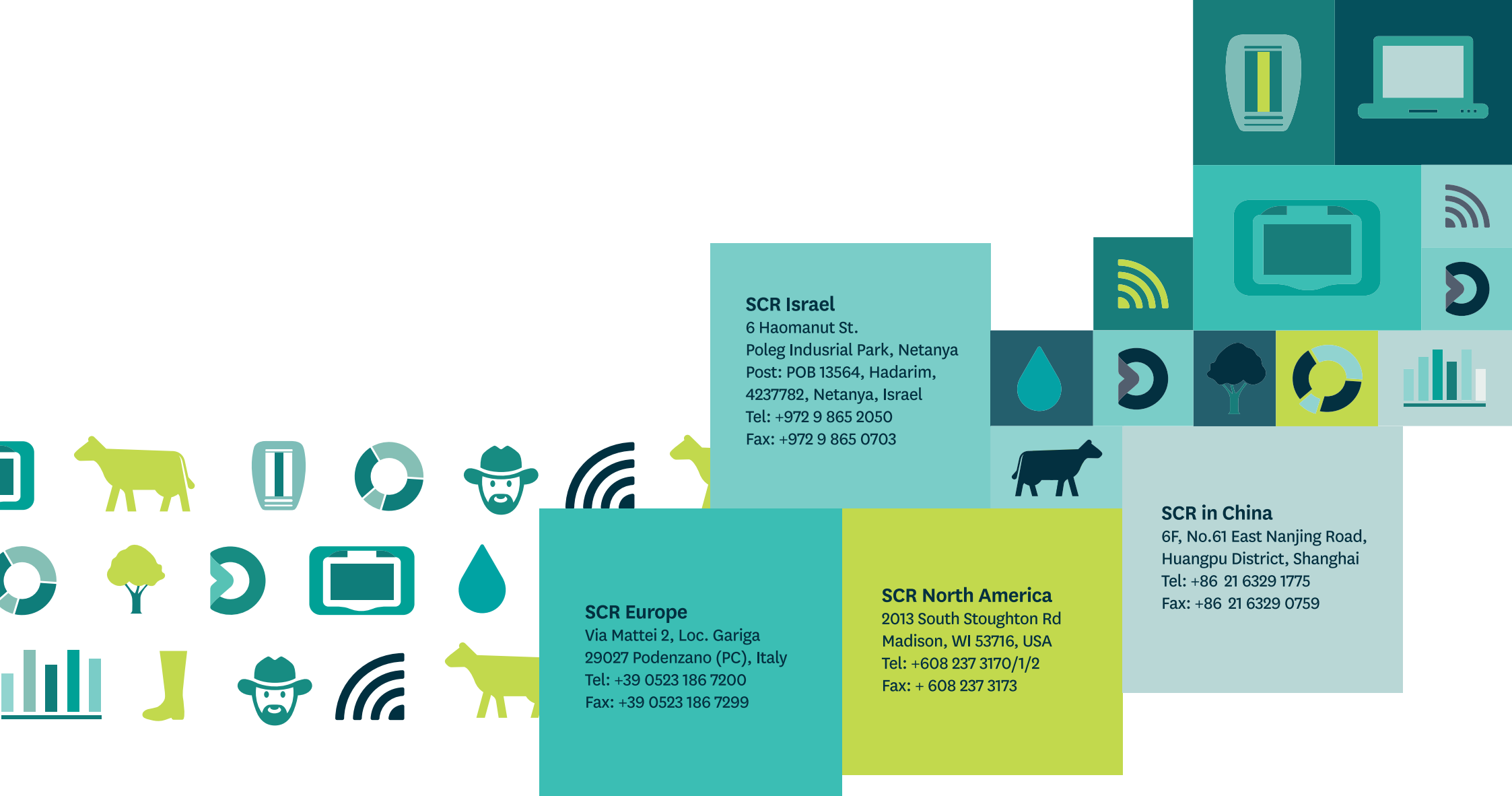· Parlor traffic lights efficiently indicate status for the entire side

Gain advanced cow monitoring capabilities for data-driven decision making
· Early detection and insight into health, nutrition and wellbeing issues, with a powerful and simple-to-use tool
· Real-time heat detection report with optimal time window for breeding
· Optional integration with third-party herd management software

Enjoy easy-to-use, flexible cow monitoring and parlor and herd management
· All-in-one identification, heat detection and health monitoring from a single tag system
· Simple and intuitive user interface
· Rich, customizable reporting, action lists and cow card management
· Multi-user, 24/7 access to cow monitoring data management, with customizable dashboards for focused management
· Optional upgrades for enhanced control and management

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