Eliminate the guesswork with ⏱ Semex ai24™

Minimising the effect of incidents that prevent cows being profitable

An automated activity monitoring system is the backbone of many herd health and reproduction systems. Easy to use, Semex ai24™ gathers and reports, at your fingertips, all the information you need to make the decisions that have the biggest impact on your herd's health, fertility and profitability.

The speed at which reproduction, health, nutrition and wellbeing can be monitored allows you to make positive changes quickly and easily, keeping the animals healthy and productive, and minimising stress and vet bills.

The system's automation and comprehensive checking saves time that can be more effectively used elsewhere on farm – making the most of your management ability.

Semex ai24™ is the solution to the challenge of keeping on top of monitoring your herd. Powered by SenseHub™, Semex ai24™ is an automated monitoring system using collars or ear tags and powerful cutting-edge technology.

By watching each cow 24/7, and reporting changes instantly, the system eliminates guesswork on reproductive readiness, health, nutritional effectiveness and animal wellbeing. All those factors influence reproductive rates – the most important factor in achieving profitability.

You can quickly and easily view results on a phone, tablet and PC, leaving you time for other vital management tasks, and to be with family and friends.

eSense Flex Tag®
for ear

Single box controller picks up signals from tags and sends to smartphone, tablet, laptop or PC.

cSense Flex Tag®
for neck

Fertility

One of the biggest economic variables on farm

The system helps you to optimise conception rates. It's made possible by ai24's ability to identify silent heats and to highlight how long the cow has been in heat – reducing hormone use and enabling insemination at the most fertile moment. Calving intervals are reduced, 21 day pregnancy rates increase and, with fewer days open, the milk output of the herd can increase.

Sexed semen

With more and more sexed semen now being used, accurate timing of inseminations is of critical importance. Semex ai24™ works hand in hand with the investment in sexed semen.

Cows In Heat Dashboard

Now seeing many herds achieving a pregnancy rate of 30% or higher.

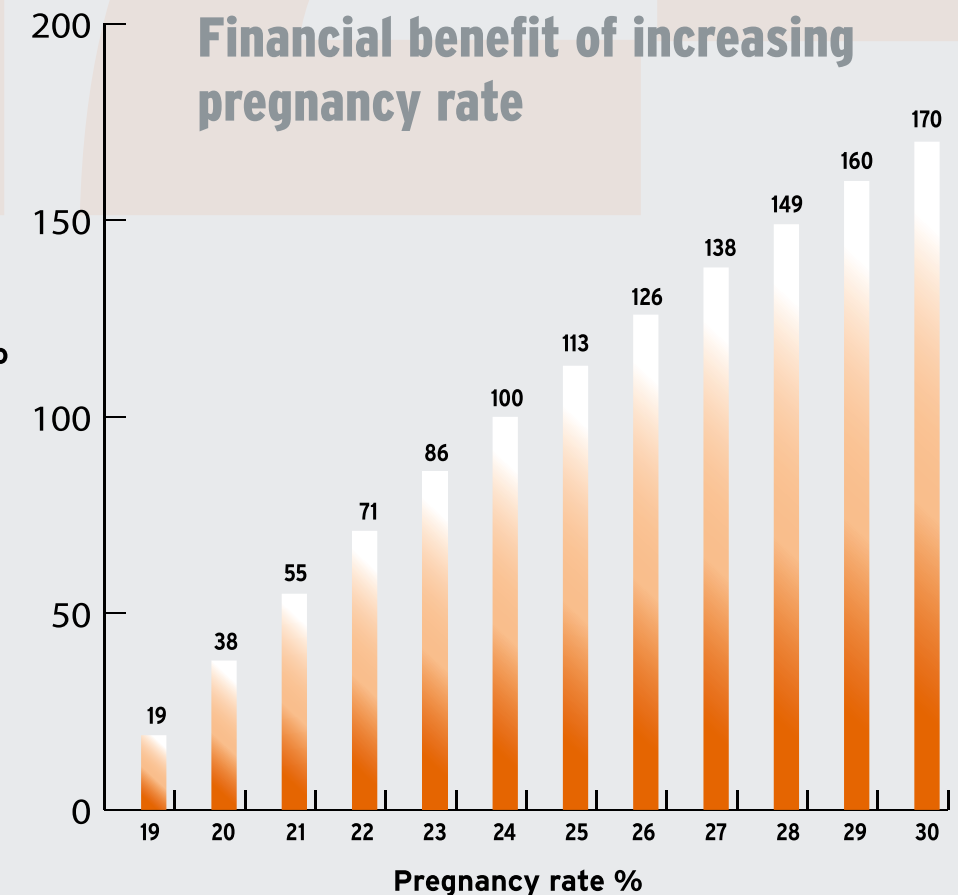"Since upgrading to SenseHub™ we've seen improvements in Insemination Rate which has jumped 14%.

"Conception Rate is now running at 45% which is really pleasing as we are using more sexed semen on cows. Pregnancy rate is now steady at 30% up 8%. Our average days to conception has fallen 30 days to 110 days and we expect this to fall further.

"The decision to invest in this technology looks better and better with every passing day."

"On the fertility side alone the return on investment will be rapid, before we even analyse the benefits of the health monitoring module."

Rob Higgins, DR & A Higgins & Son Bentleyford Farm, Shropshire

Financial benefit of increasing pregnancy rate

£/cow/year benefit compared to PR of 18%

Pregnancy rate %	£/cow/year
19	19
20	38
21	55
22	71
23	86
24	100
25	113
26	126
27	138
28	149
29	160
30	170

Source: adapted from V Cabrera, University of Wisconsin research using £3.50 cost per day open.
Pregnancy rate is a combination of the number of eligible cows served (insemination rate) and the conception rate every 21 days.

Health

Minimise disruption to fresh cows' peace by concentrating attention on the animals that really need attention.

Early signs of illness can be detected even before there are visible signs, allowing pre-emptive action to halt the progress of the problem before it becomes serious. This avoids deterioration, reduces treatment costs, cuts the impact on milk production and lowers mortality rate.

Cow 15 day health graph

"We are very pleased with the speed and accuracy, even with cows that don't show any outward signs."

**Andrew & Kate Smith,
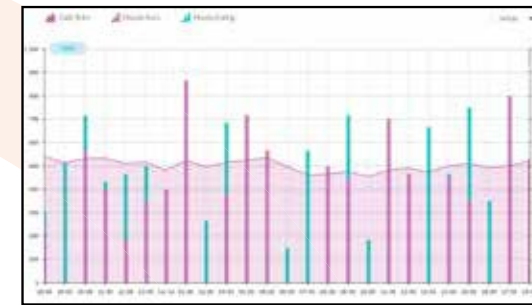Forde Hall Farm,
Tanworth-In-Arden, Solihull**

"After doing our research we chose Semex ai24™, having just started DIY AI. We are very pleased with the accuracy in detecting heats, even with cows that don't express heats strongly.

"For us a huge added benefit of Semex ai24™ has been the health alert system. This allows us to treat a poorly animal much more promptly – and often more effectively.

"We would strongly recommend this product to others."

Nutrition

Because the effect of feed changes show up within hours on Semex ai24™, subtle adjustments to content or ratios can be made quickly, maintaining and enhancing the herd's health and milk production.

Single day of hourly rumination and eating

3 days of hourly rumination and eating

Group environment

The effect on the cows of environmental factors such as wet bedding, hot weather or changes in staffing can be seen quickly, and allows early and proactive action. Changes can be developed from the reports received.

Group heat stress routine

Flexible application plans

DAIRY

Starter
Heat Report
Cows with Irregular Heat Report
Suspected for Abortion Report
Anestrous Cows Report

Advanced
All Starter applications, plus:
Health Report
Fresh Cow Report
Animals to Inspect Report
Distress Report
Distress Alerts

Premium
All Starter and Advanced applications, plus:
Group Heat Stress Report
Group Consistency Report
Group Routine Report

Young Stock
Young Stock Health Report for calves up to six months old

BEEF

Beef
Same applications as for Dairy, but algorithms and reports tailored to beef farms.

Payment plans

0% interest payment options up to three years are available. Call **0800 86 88 90** for full details.

Specifications

Feature	SenseHub™
System	Single box controller serving as data server and antenna
PoE	SenseHub™ Controller uses Power over Ethernet (PoE) - No extra power connection required
Dual tag compatibility	eSense Flex® Ear Tag, cSense Flex® Neck Tag
Max number of tags	Up to 1,000 (larger numbers require a SenseHub™ Server)
Tag lifetime	Expected battery lifetime: eSense Flex® - 3 years / cSense Flex® - 7 years
Upgrades	All components remotely upgradeable
Connectivity	Multiple users can connect through various types of devices: PC, laptop, tablet or smartphone
Integration	Herd management software connectivity
Communication	SenseHub™ Controller area antenna coverage 200m x 500m (656ft x 1640ft)

SEMEX®

Genetics for Life®

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Semex ai24™