

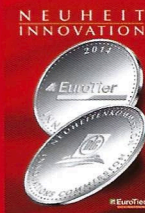
# The one for everything!

## NOVELTY CALFMOM LIFESTART

CALFMOM LIFESTART - means fully automatic feeding and monitoring of calves in single and/or group housing from the 2nd day until weaning at one and the same feeder. In the process, calves can feed individually just as with the mother cow – ad libitum or according to feeding curve. Temperature measurement guarantees the milk will always have the perfect temperature for the calf. Simultaneous feeding of all calves is also possible.

Structured on our CalfMom product line, we have adapted the new CalfMom Life-Start feeder even more to your requirements:

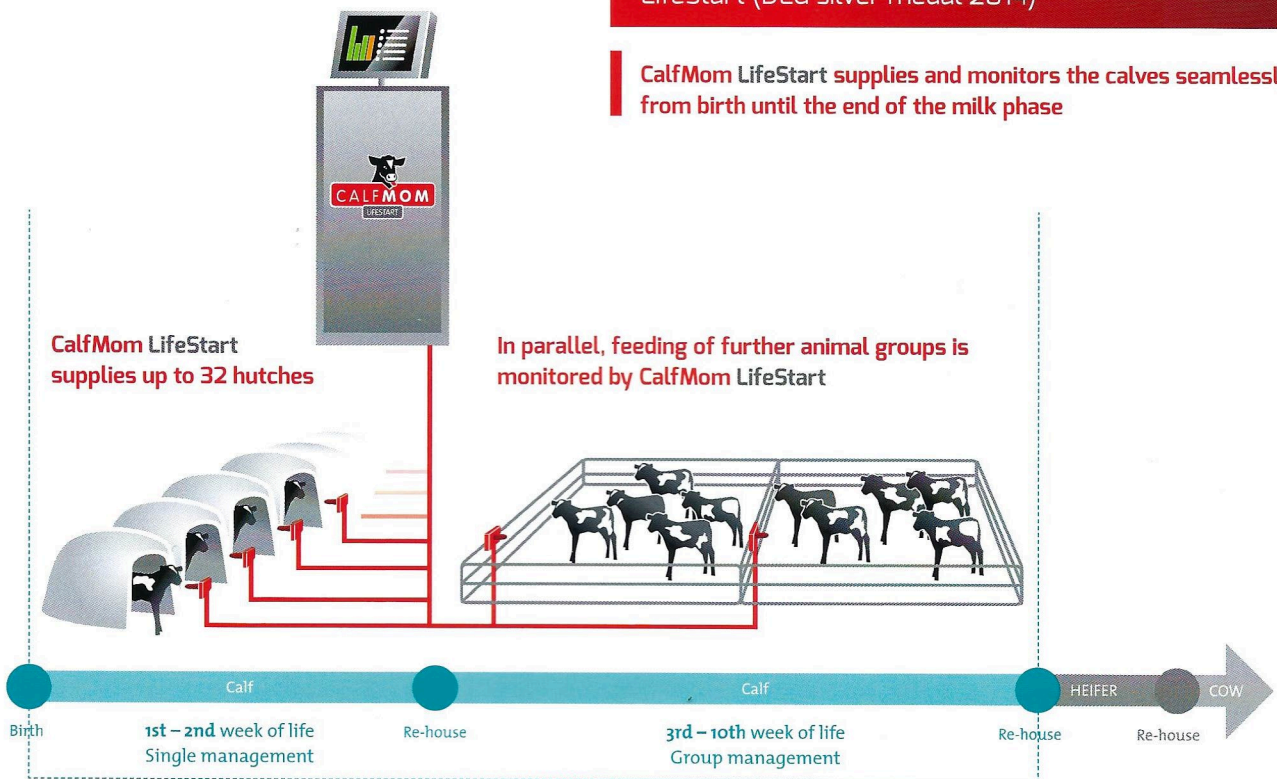
- All information is now always available anywhere via smart phone, tablet or laptop
- Convenient operation via TOUCH operating unit or via smart phone, tablet or laptop
- Automatically feed calves as of the 2<sup>nd</sup> day of life.
- Calf monitoring at a glance
- Convenient remaining milk quantity measurement
- Practical mixing bowl heater
- 2 detergents as standard





Seamless automated supply and monitoring of suckling calves across the entire milk phase with Urban CalfMOM LifeStart (DLG silver medal 2014)

CalfMom LifeStart supplies and monitors the calves seamlessly from birth until the end of the milk phase



Urban CalfMom LifeStart: award-winning feeding system for group and single management, DLG silver medal, EuroTier 2014

CalfMom LifeStart seamlessly documents and analyses all information during the entire milk phase and ensures its continued subsequent use.

**Generation of reports**

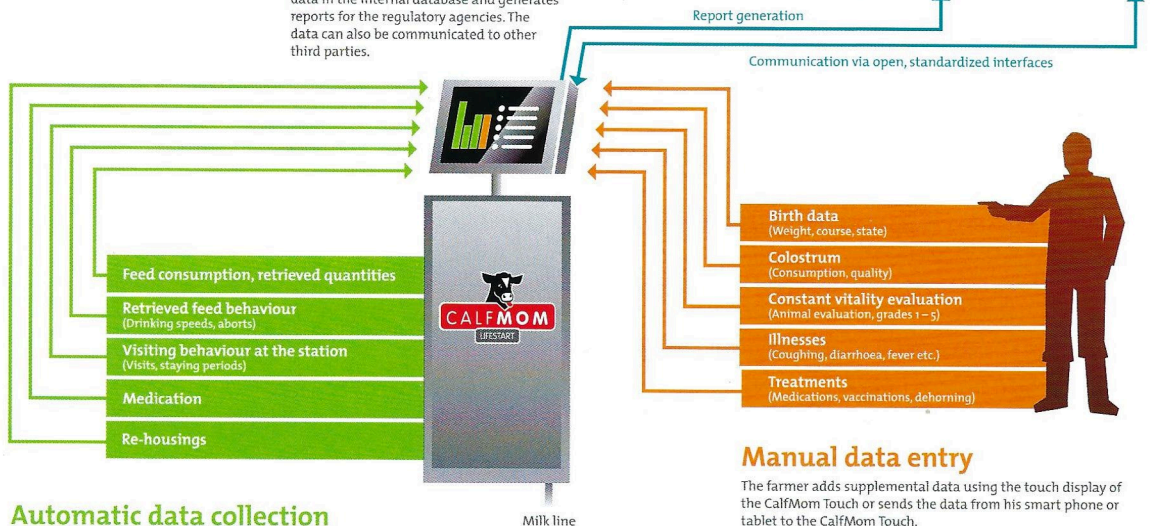
Status reports, management recommendations, indicators for animal welfare

**Data exchange with third-party systems**

Software from third-party companies, process control components

**CalfMom LIFESTART**

The CalfMom LifeStart stores the collected data in the internal database and generates reports for the regulatory agencies. The data can also be communicated to other third parties.



**Automatic data collection**

The CalfMom LifeStart already supplies the animals on the second day after birth. During the approx. ten-week feeding period, a number of data regarding feed retrieval, visiting behaviour as well as medication is collected automatically.

**Manual data entry**

The farmer adds supplemental data using the touch display of the CalfMom Touch or sends the data from his smart phone or tablet to the CalfMom Touch.

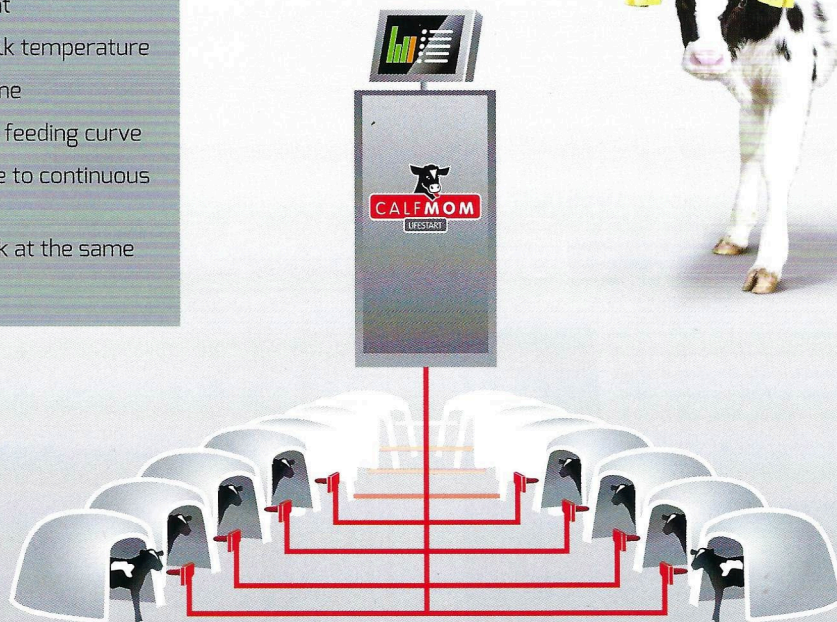


# CALFMOM LIFESTART in single housing



CalfMom LifeStart supplies up to 32 hutches

- Fully automatic supply of even very small calves in single management
- Always perfect milk temperature
- Available at any time
- Ad libitum / as per feeding curve
- Frost-resistant due to continuous milk pumps
- All calves can drink at the same time



Birth

Calf

1st – 2nd week of life  
Single housing

Re-house



CALFMOM LIFESTART in  
**Group housing**

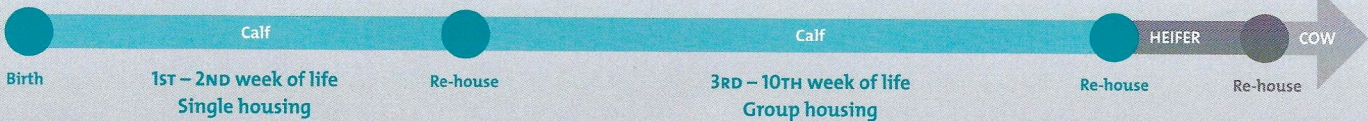
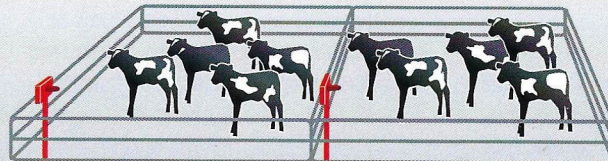


Now via SMS:  
Query statuses  
and receive error  
messages!

2014-06-19 12:00  
3510  
Error occurred at feeder 1.1:  
Check Red detergent

As of the 3rd week, the feed of calves and collection of data is transferred seamlessly to the group management.

- Novel evaluation system of calf health, visually supported using traffic colours
- Calf health at a glance with One Touch Overview (OTO)
- Simple adjusting and changing of feeding curve with the new "Easy Mode"







## The new Urban Calfmom TOUCH operation

Checking calf health is now even easier and more accurate. We have made further improvements to our tested system for dynamic health monitoring in order to pay more attention to the individual life rhythm of every single calf. Every calf has its own drinking rhythm. The new technology takes these differences into account, visualizes the individual drinking rhythms with well thought-out details, and makes it even easier for the farmer to rear the calves as best as possible.

### New type of alarm- and evaluation concept

The alarm and evaluation concept assigns grades of 1,0 to 6,0 in the range of "Food" or "Health (fitness)".

This grading is visually supported by colours:

**Green:** Animal condition "fit"

**Orange:** Animal condition "to be observed"

**Red:** Animal condition "problematic"

The most important results of the dynamic health monitoring are now visualized directly on the start screen. At the first glance you can see already following overviews:

- 1) Herd overview
  - Feed and health condition of animals that are fed by feeder.
- 2) Feeder overview
  - All feeders which are managed by the system
- 3) Number of animals in the feed evaluation which are "problematic", "to be observed" or "manually supported" and have rights.
- 4) Herd (number of animals) which are not (no longer) fed by the system - blue / purple

### A One Touch Overview (OTO)

Pressing this button on the terminal gives the feed master a list of the "problematic", "to be observed" and "manually supported" animals at the touch of a finger.

### B 24 hr. permanent feed monitoring

The "24 hrs. feed" monitoring is unique among today's feeding systems. The evaluation system provides you at all times with a quick overview of "fit", "to be observed" or "problematic" animals in terms of feed. The overview graphically presents the daily amounts, the feed amounts consumed in the last 24 hours plus the feeding behaviour: how often did the animal drink and which quantities did it consume.

### C "Easy Mode" feeding curve

Feeding curve can be created and adjusted quickly and easily.

*Feeding curve with 2 periods (linear + weaning)*

- Setting the evaluation system (also adjustable across two to three values)
- Feed distribution
- Concentration entry: Depending on feeder equipment (CMR, whole milk)

### Detergent monitoring

Control of dosing amounts of detergent

- "Empty" notification for detergent
- Dosing performance loss at the hose pump (signal that the feeder needs maintenance)
- Dosing in percent enables CMR or whole milk feeding with respective adjustment of detergent amount

### Self-regulating temperature control

for mixing bowl and suction hoses. The self-regulating temperature control individually regulates the temperatures, the pump time and the duration for the system. Manual regulation of pump time and temperature calibration due to environmental influences are not necessary anymore.

### Feed countdown

(only with LifeStart for groups)

The feeding station has a display for the farmer which specifies the exact milk portion to be consumed for e.g. calves to be taught. The feeder counts down the consumed portion and the farmer knows if he can release the calf or not.

### Additional option Feeding support

With the new feeding support the milk is pumped in to the suction unit by pressing shortly the button, which is installed at the feeding station. Now, the farmer has both hands available to guide the animal to the suction.

### Additional option SMS report module

Error messages at the feeder which are not confirmed within a specific time are sent to the farmer or feed master as SMS.

SMS example:

2014-06-19 12:00

3510

Error occurred at feeder 1.1: Check Red detergent



# CALFMOM

**A**

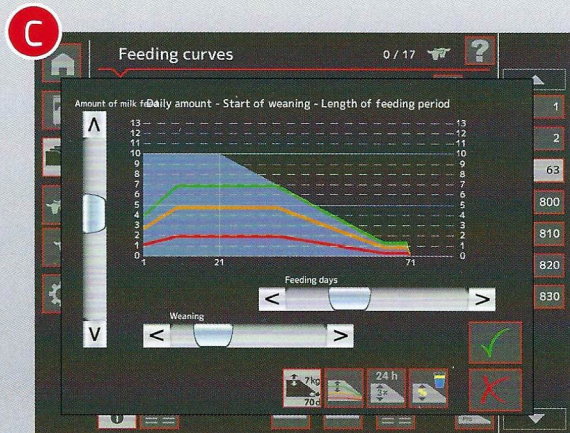
17

3 14

0% 20% 40% 60% 80% 100%

**Overview of herd** 17 / 17 ?

Number of animal	Fitness	Feed	Location
34	1.0 +	1.0	1.5.1.2
36	1.0 +	1.0	1.5.1.2
38	1.0 +	1.8	1.5.1.2
39	1.0 +	1.8	1.5.1.2
40	1.0 +	2.6	1.5.1.2
1531	1.0 +	1.4	1.5.3.1
1532	1.0 +	1.0	1.5.3.2
1541	1.0 +	2.7	1.5.4.1





CALFMOM LIFESTART

## In detail / Accessories

Integrable, easily accessible powder additive dosing unit (optional)



Separately positionable TOUCH operating terminal

### CALFMOM LIFESTART

New feeder and TOUCH operating terminal



The new CALFMOM LIFESTART with new drinking stations

Extensible up to 4 stations per feeder.



FEEDING TECHNOLOGY *specialized in calves*





Powder additive dosing unit available as an option

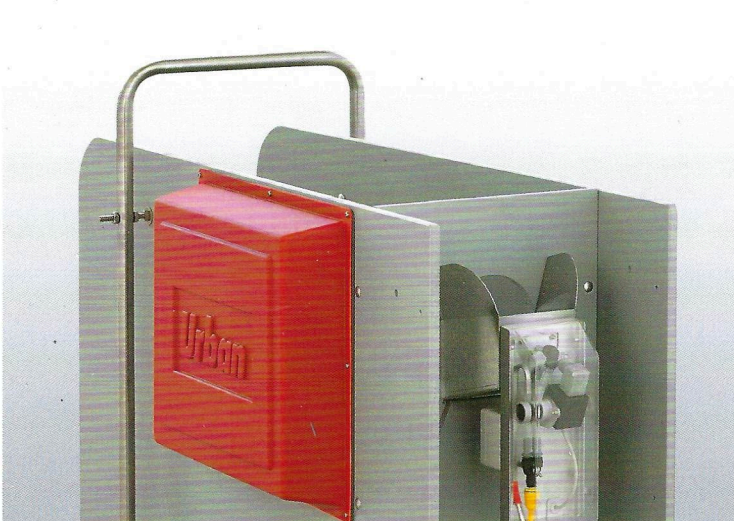
**New, more compact mixing unit**

Integrated directly in the housing. Protected from flies.



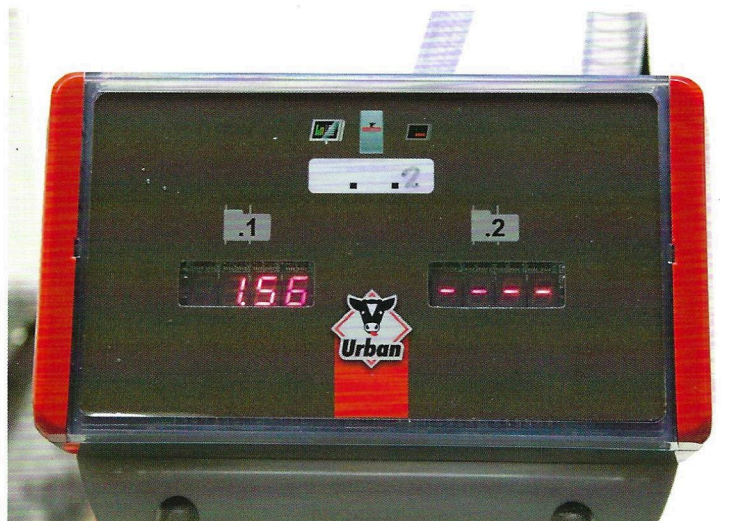
**New, large powder bag**

Now with a capacity of 45 kg.



**New aerials**

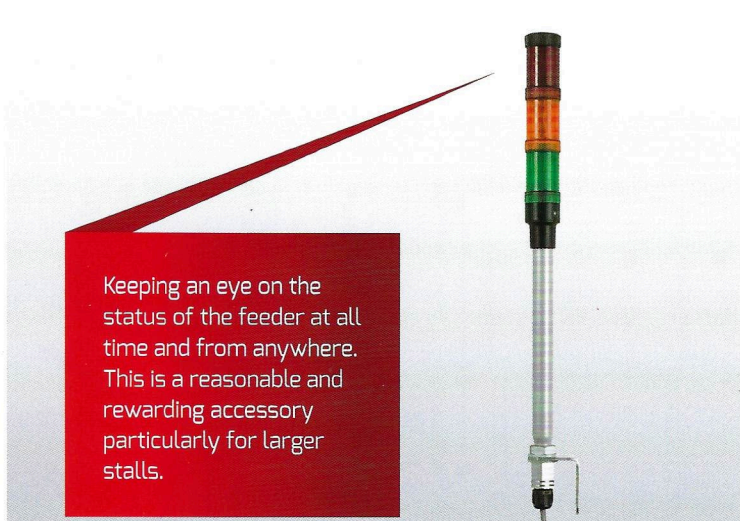
Attached on the sideboard – recognises collars and ear tags.



**Feed Countdown** – Easier teaching of calves because the farmer knows immediately how much the calf still needs to drink.



**New collars** – Better overview since the number of the calf can be recognised more easily.



Keeping an eye on the status of the feeder at all time and from anywhere. This is a reasonable and rewarding accessory particularly for larger stalls.

**Status lamp** – Is attached to the outside of the feeder. Highly visible from any location.