

# Dairy WOW 4000

## Fat on the back means milk in the vat

**Harness the power of body weight to maximise milk production and optimise reproductive efficiency.**

The Tru-Test Dairy WOW 4000 allows you to receive the benefits of condition monitoring without creating additional farm tasks.

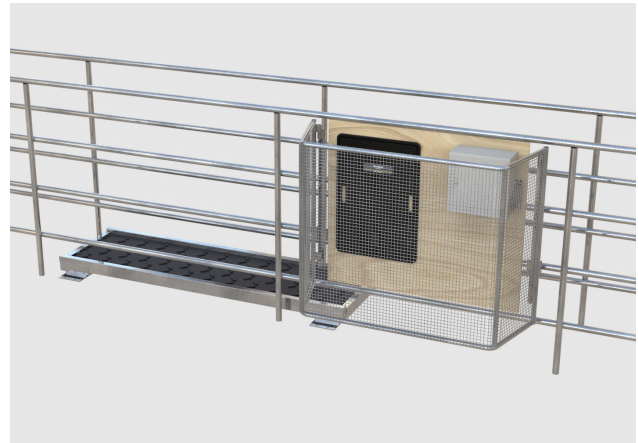
Daily weighing data is transformed into unique weekly insights, allowing you to identify rapid or excessive weight loss, so health issues such as lameness can be addressed early.

Dairy WOW 4000 integrates into your milking parlour, enabling real-time weight recording.

Body weight and weight gain or loss is critical information for formulating nutritional requirements. Positive body weight gain at the right times ensures good lactation for optimal milk yield, and impacts fertility translating to heat expression and pregnancy chances. It also informs the optimal dry off date and period to protect against peripartum diseases that result in poor re-conception rates.

Most importantly the feedback is immediate. You don't need to wait until the next scheduled Body Condition Score to know if your feeding strategy is achieving results. You can intervene now and make adjustments, before the damage is irreversible.

[www.tru-test.com](http://www.tru-test.com)



- ✓ **Track weight changes of individual cows and the herd throughout the lactation phases.**
- ✓ **Harness the cow's daily routines for completely hands-off condition monitoring.**
- ✓ **Develop nutritional strategies based on measured performance.**
- ✓ **Accurate "dose-to-weight" animal treatments, to reduce treatment costs and risk of withholding period residual penalties.**
- ✓ **Ensure cows do not experience excessive weight loss during early lactation.**
- ✓ **Adjust nutrition to extend peak milk phase.**
- ✓ **Monitor weight gain leading into dry-off to protect against poor re-conception rates.**
- ✓ **Identify rapid weight loss to assist in identifying sick or lame animals early.**
- ✓ **Gain real labour efficiency by managing only the cows that require attention.**

**Livestock monitoring.  
Made easy.**

### FEATURES AND SPECIFICATIONS

- ✓ **Datamars Livestock cloud software**  
Simple, easy to use Datamars Livestock software - real data, real-time.
- ✓ **Accurate weight trends**  
Delivery of accurate individual and aggregated herd condition monitoring.
- ✓ **Actionable insights**  
Prepare cows for breeding success, and help to identify health and lameness problems while monitoring results of feeding strategies.
- ✓ **Harness cow's daily routine**  
Capture live-weights without stopping the animal.
- ✓ **Auto zero**  
Any dirt or muck build-up on the platform is automatically zeroed out.
- ✓ **Built tough**  
Engineered for the dairy parlour environment to stand-up to daily weighing and cleaning procedures.
- ✓ **Connectivity and support**  
Three connectivity options - mobile data, satellite and Wi-Fi for data transfer and remote technical support.
- ✓ **Power**  
Systems can be powered by either mains or 12 V solar, providing flexible installation options

#### Includes:

- ✓ Non-slip weighing platform
- ✓ Control unit (4G, SAT, Wi-Fi options)
- ✓ Mains power system
- ✓ EID reader and antenna
- ✓ MP600 load bars
- ✓ Datamars Livestock subscription (Licenses available)

#### Optional Extras:

EID Exclusion Cage – **COMING SOON**

Control Unit Wall mount Kit – **COMING SOON**

### Product Information

<b>Dimensions (L x W x H)</b>	910 mm x 155 mm x 2510 mm (3.0 ft x 0.5 ft x 8.2 ft)	
<b>Weight</b>	250 kg (550 lb)	
<b>Product code</b>	880 0004-796 880 0004-812 880 0004-799 880 0004-800 880 0004-797 880 0004-798	Dairy WOW 4000 + LTE US Dairy WOW 4000 + LTE LATAM Dairy WOW 4000 + LTE EU Dairy WOW 4000 + LTE ANZ Dairy WOW 4000 + WIFI Dairy WOW 4000 + SAT
<b>Product Subscriptions</b>	880 0004-801 880 0004-802	LTE / WIFI - ANNUAL LICENSE FEE SAT - ANNUAL LICENSE FEE

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