

Products: SerialMagic Professional for Windows and BlueSnap USB

Customer: JHL Ranch

Application: Real-Time Livestock Processing

The JHL Ranch in Ashby Nebraska has developed a computer assisted program to facilitate customized livestock breeding.

Solution Tool

We are using SerialMagic Professional and Excel software on Windows, with BlueSnap USB module connecting the Allflex Stick RFID Reader.

Business Situation

Artificial Insemination using mass breeding and individually tailored mating.

Solution

Livestock (cattle) are prepared to allow processing for artificial insemination.



Cattle are queued up for processing. In the queue cattle EID tags are read using an Allflex Stick Reader.



SerialMagic based solution allows cattle EID tags to be read 7 to 8 animals ahead of processing reading data from the Stick Reader via a USB BlueSnap Bluetooth module.

BlueSnap module has sufficient power to connect to the Stick Reader from the metal barn all the way down the livestock queue line.



SerialMagic provides Excel spreadsheet information giving the technician lead-time for semen selection & thawing thereby improving accuracy, timeliness, and reduction of headaches associated with system before SerialMagic was used.

SerialMagic software and BlueSnap hardware work flawlessly

Benefits

- Improved accuracy for correct semen selection
- Saves time
- Reduced stress
- Facilitates processing 80 cows per hour for 5 hours
- Serialio.com support above and beyond expectation

For more information regarding:
RFID scanning solutions contact <http://serialio.com/>

For JHL Ranch information contact Art Brownlee 308-458-2373