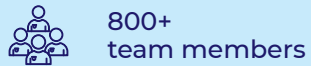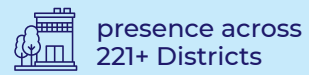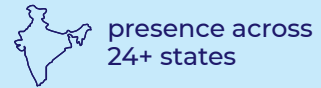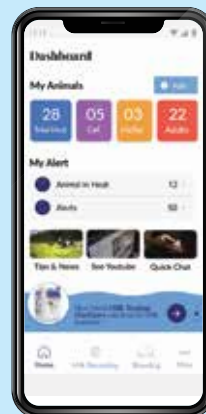# prompt®
The pursuit of purity

Our ideas and innovations are a part of the pursuit of maintaining the sanctity of milk so that the world's most ancient health drink can be appreciated as it truly is – untouched and unadulterated.

- presence across 24+ states
- presence across 221+ Districts
- presence across 55,000+ villages
- 800+ team members
- legacy of more than 2 decades
- 3 patented products

OPTIMISE YOUR FARM WITH OTHER RELATED PRODUCTS

FARM 365

A technologically advanced app which acts as a complete solution to your cattle management needs, that results in increased milk yield and profitability. In addition to the BovTag reader module, the Farm 365 App also has a unique Artificial Insemination (AI) module, which automates the complete breeding process between different stakeholders including dairy admin staff, dairy farmers, AI workers, AI supervisors, and material suppliers.

BOVTAG
DIGITAL TAG READER

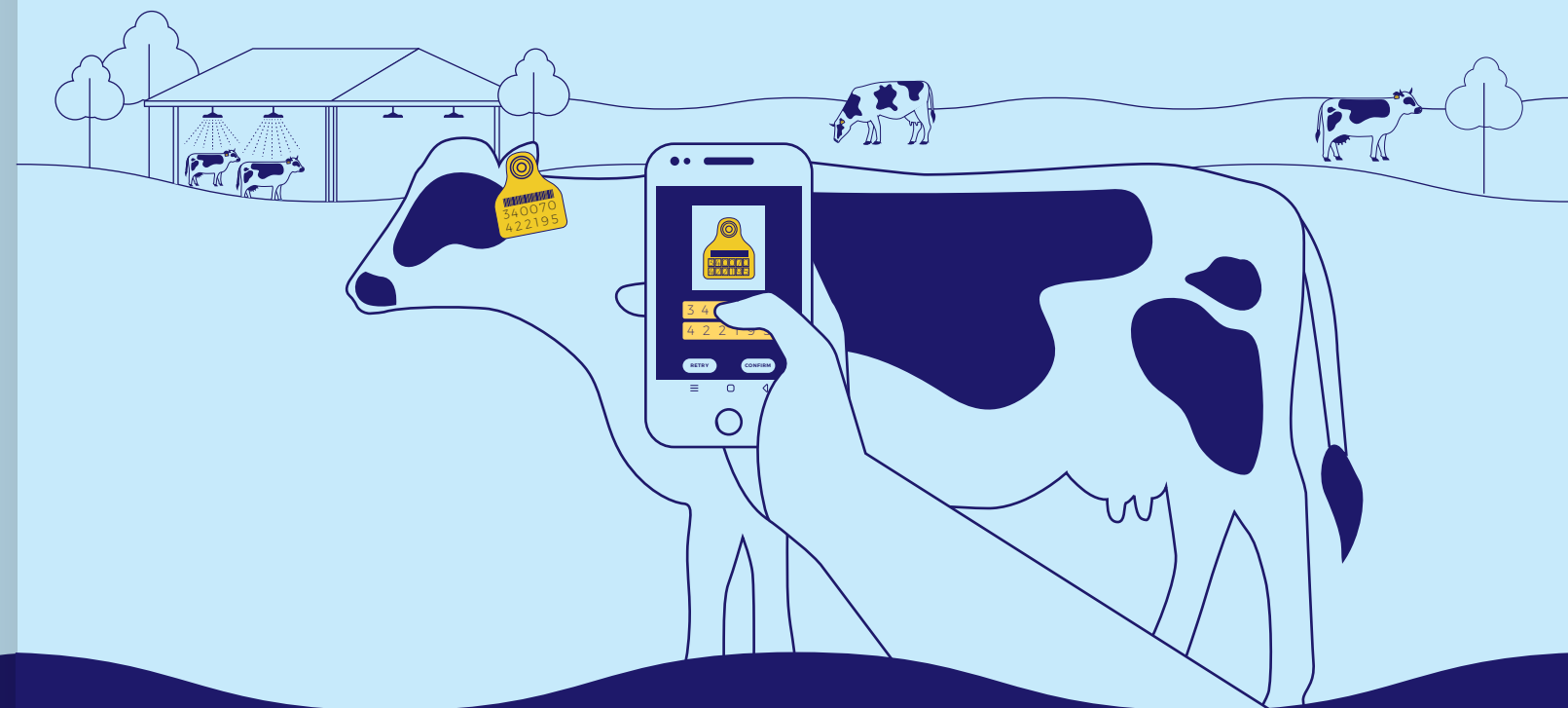# MOBILE APP BASED DIGITAL EAR TAG READER

Prompt Equipments Pvt. Ltd.
3-B, Vardan Exclusive, Nr. Stadium Petrol Pump, Navrangpura,
Ahmedabad – 380014, Gujarat, India
+91 7926565981/2/3 | info@promptdairytech.com | www.promptdairytech.com

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HOW DOES IT WORK?

Processing - Internet Independent

Click image from android device → Detection of ear tag from the full image → Correction of tag skew & pre-processing of image → Localisation of digits on the ear tag → Feed detected digit to decoder → Result

Result → Raw image along with result & geo-location will be updated to the cloud → Retrain the model to improve accuracy → Deploy the model in mobile app → (back to Click image)

Current Scenario

Mostly the ear tag number of cattle is manually entered by the farmer or the field person, which makes it prone to errors and does not ensure any authenticity of the data. In addition to that, the existing solutions for reading the ear tags such as RFID tags and others are expensive and do not make use of existing ear tags. This becomes a big hurdle in establishing a robust Animal Identification System at the farm and the dairy level.
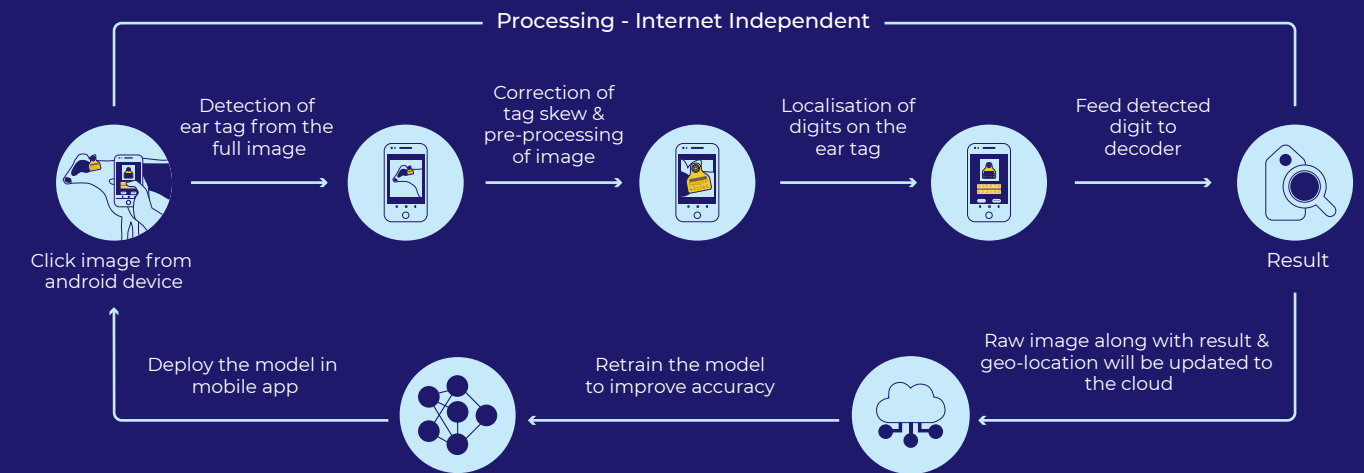
ONE SIMPLE AND SMART SOLUTION

PRESENTING

BOVTAG
DIGITAL TAG READER

An affordable, automatic and digitised way of reading ear tags in cattle.

BovTag makes the hectic process of animal identification simpler and efficient. It captures the image of the existing ear tag of the animal and extracts a unique identification number on it. It records the date, time and geo-location from where the data is captured to ensure its authenticity. India's first and only mobile app-based reader (filed for patent) allows the integration of the unique identification number with farm management software to extract details of the animal, making the process of collecting and recording data as smooth as possible.

KEY FEATURES

- Built on complex algorithms and advanced image processing technologies
- It can read ear tags even if it is scratched, has hair, mud or dirt and of any size, colour and font
- Date, time and geo-location information recorded from where the data is captured
- Reading of tag in less than 10 seconds
- Reading of tag is possible from a distance of 1.2 metres (4-feet) using the mobile phone built-in zoom camera
- The tag can be read even in low lighting (using mobile phone flash), varied camera angle and disturbed tag alignment
- Works on online as well as offline mode
- Auto-adjusts to ensure better image quality (sharpness)

Reading of tag is possible with any Android smart-phone device with below mentioned minimal specifications:			
OS Version	RAM	Camera	Processor
Android 7.0 & above	4 GB & above	8 MP minimum	2GHz minimum

BENEFITS

- Acts as an enabler to make cattle identification easy, effective & efficient
- Increased accuracy and error-free reading of existing ear tag
- Due to geo-tagging, authenticity of captured data is ensured
- Improves transparency between all stakeholders in the system
- Affordable solution which does not require other expensive tag reading devices
- Can be integrated with any existing farm management or animal management software or application (online only)