



SCR HEATIME® PRO SYSTEM

Powerful, **real-time** cow monitoring solution that enables maximum efficiency and flexibility in managing individual cow monitoring data

Power-up your cow monitoring capabilities with an advanced, yet easy-to-use, centralized management system. The PC-based SCR Heatime® Pro System for real-time heat detection and health monitoring is designed for efficient and simple usability. SCR Heatime Pro eliminates the guesswork and inconsistency of evaluating the reproductive, health, nutrition and wellbeing status of each and every cow, allowing early and proactive action to alleviate the full effect of the incidents that prevent cows from achieving their genetic milk production potential.

Boost herd-wide productivity with powerful, real-time, individual animal status monitoring

Optimize the lactation curve for maximum milk production

Help your cows reach peak production quickly and breed back sooner, for maximum profitability, by catching and treating health issues early. Reduce milk loss by detecting metabolic issues early on in fresh cows, and minimize the risk of health issues affecting milk production throughout the lactation.

Early detection of health issues, enabling preemptive action

Detect health issues early on, before a drop in production or clinical signs, and take action to avoid further deterioration or reduction in milk yields. With individual health reports, you can spot drops in rumination within hours and immediately follow up to accurately diagnose the problem and start effective treatment.

Fast insight into the effectiveness of veterinary treatment

Quickly see if and how cows respond to veterinary treatments to optimize recovery and improve the cost-effectiveness of the treatment. Rumination monitoring provides fast indication, often within hours, of changes in a cow's condition, enabling data driven protocols for continuation of treatment.

Efficient, effective health monitoring at high-risk times

Closely monitor each cow's status near calving time and during high-risk periods, and take appropriate action based on health alerts that indicate onset of difficult calving or distress. Gain timely and accurate insight into the recovery of cows immediately post-partum by measuring their rumination, and optimize your fresh cow protocol.

Insight into ration and nutrition issues

Improve your nutrition strategy by quickly understanding how specific groups react to ration formulation changes or changes in the mixing or feeding protocol. Rumination monitoring, with customizable analysis and reports, provides timely and accurate insight into the effectiveness of ration or feeding changes.

Analyze environmental factors for optimal decision making

Gain insight into the effects on your cows' wellbeing of environmental factors such as weather, grouping, and equipment changes, and develop strategies to prevent future problems.



Optimize heat detection and achieve high conception rates

Proven on 15,000 farms and millions of cows to detect heat accurately

Rely on market-leading high heat detection accuracy, proven on two million cows worldwide and confirmed in numerous studies. The SCR Heatime Pro System finds cows in heat, even with weak heat signs. You can improve conception rates while reducing hormone use, labor and time.

Uniquely combines rumination, movement and movement intensity, recognizing behavior patterns

Catch more heats and minimize false-positives. Using unique movement and movement intensity detection and rumination recording, the SCR Heatime Pro System recognizes heat-related behavior patterns (excluding truly silent heat), delivering exceptional heat detection accuracy, and recommendations on optimal AI timing.

Real-time heat detection reports for optimized insemination timing

Get heat reports in real-time – and inseminate at the optimal time. SCR Heatime tags transmit information a few times per hour so the information in the system is up-to-date at all times, no matter where the cow is.

Actionable information – optimal time window for insemination

The intelligent SCR Heatime Pro System tells you which cows are in heat, as well the optimal time window for insemination.



Gain advanced cow monitoring capabilities for data-driven decision making

Enhanced monitoring data management

Benefit from advanced cow behavior data-driven decision making capabilities. Utilize an all-in-one tag and the rich data analysis and cow monitoring capabilities of this advanced managerial tool to gain real cow intelligence.

Rich, customizable reporting and cow card management

Quickly access information and gain more insight into your cows' status, with a lifetime cow card and flexible data input and output. Fully customizable reporting enables you to define report content and format and set schedules for emailing reports to key team members.

Benefit from third-party herd management software integration¹

Gain maximum efficiency across your farm by integrating your cow monitoring system with third-party herd management software. Save time by entering data in a single system by combining data from both systems.

Seamless integration to a complete parlor management system²

Improve your control parlor-wide, with easy and seamless integration of your cow monitoring system with SCR milking solutions, to create a complete SCR parlor management system.

Enriched management with optional upgrades

Extend your operational capabilities as your herd grows or your needs change. Add optional upgrade kits and gain enhanced control and management across multiple aspects of your herd, utilizing the same SCR Heatime tags. Available upgrades include sorting gates, range extenders, and in-parlor terminal.

¹ Integrates with the following systems available in the following countries: Noa - Israel; DC305, PCDart, DHI - USA. Contact your local SCR or SCR partner representative for more information and an updated list.

² Only for SCR parlor management systems. Available in selected regions only. Check with your SCR or SCR partner representative for availability in your area.





Utilize your cow monitoring data with maximum efficiency and flexibility

Fast, responsive management system

Access your cow monitoring data quickly and efficiently. The user-friendly interface and data processing capabilities minimize response time and enable you to access reports, implement changes and share information at your usual speed of business.

Long-range transmission of activity and rumination information

Get heat detection and health monitoring data from virtually anywhere on the farm. With the long-range transmission coverage, activity and rumination data are constantly transmitted from wherever your cows are. You can monitor groups located in different barns, without the cows passing an ID unit.

Multi-user, 24/7 access to cow monitoring data management

Manage your cow monitoring data from multiple computers on the farm and get difficult calving and distress alerts and reports 24/7. Install the SCR Heatime Pro System on multiple computers in your network and enable multiple people to simultaneously manage data, access reports and more.

Customizable dashboards for focused management

Create multiple, customizable dashboards to enable different users to easily and quickly access the information and data management functions most relevant to them.

Optional in-parlor terminal empowers employees

Improve employees' efficiency by giving them access to critical data in the parlor. With an optional touch-screen terminal, workers can access the Heatime Pro System in a choice of languages and understand what they need to do, without accessing the PC station.

SCR Heatime® Pro System Specifications

Feature	SCR Heatime Pro System
Maximum number of tags	Up to 6,000 ³
Tags compatibility	SCR H LD Tag , SCR HR LD Tag (when working with H tags for heat detection only, the health monitoring capabilities are disabled)
Data history	Lifetime
Herd groups	Herd can be divided into up to 10 groups in the system
Multi-herd	Yes
Cow card	Yes
Sorting gate	Up to 5 sorting gates of 2 or 3 ways
Printing	Yes
SMS alerts	Yes (optional feature)
Email alerts	Yes
Languages	Chinese Simplified, English, Hebrew, Japanese, Russian, Turkish
Third-party interface	Yes (Integrates with the following systems available in the following countries: Noa –Israel; DC305, PCDart, DHI – USA. Contact your local SCR or SCR partner representative for more information and an updated list.)
Users	Multiple, customizable dashboards to enable different users access and permissions
Long distance coverage	Typical range of SCR Radio Frequency Base Unit: 200-500 m (656-1,642 ft) based on farm audit

³ The maximum number of supported tags may be higher or lower depending on the farm layout. An SCR review is required prior to purchase and installation.

SCR Heatime Pro System

Long-range wireless Base Unit (BU) transmits information from the tags to the PC from wherever the cows are.



“Drug and semen savings cover three-fifths of the SCR system cost. DA-related savings – surgery, selling and replacement – cover the remainder. I’m confident it will pay for itself in 18 months.”

Trent Bowman, Co-Owner,
Bowman Dairy Farm

The SCR Heatime Pro System is a powerful cow monitoring solution that enables maximum efficiency and flexibility in managing individual cow monitoring data. The PC-based SCR Heatime Pro System works with all SCR Heatime neck tags, creating an advanced, centralized solution for heat detection and health monitoring. A sophisticated managerial solution with lifetime cow history tracking and rich data analysis capabilities, it delivers cow intelligence for individual cows, groups and herds.

About SCR

Because the success of your farm depends on the health and productivity of your individual cows, SCR is committed to making every cow count. Monitoring millions of cows worldwide, our data-driven solutions are trusted by successful dairy farmers to help them improve efficiency and drive growth. We provide the insights and analytics that are essential for optimizing the productivity of every cow, thereby maximizing herd performance and helping to ensure a secure and prosperous future for farms and farmers' families.

Building on over 35 years of meaningful innovation, our pioneering solutions enable smarter, more sustainable dairy farming through leadership in **Cow Intelligence**. Our advanced cow monitoring systems collect and analyze critical data points, from activity to rumination, on every individual cow, delivering the heat, health and nutrition insights farmers need, when they need them.

Our innovations are guided by the following principles:

- **Expertise:** Deep industry experience, with a focus on enhanced cow productivity.
- **Commitment:** Focus on efficient tools that answer farmers' most pressing challenges.
- **Practicality:** Grounded approach, ensuring ease of use and actionable information.
- **Agility:** Scalable and modular systems designed to adapt as farms grow in size.

With a global partner network, all of our products are backed by responsive support programs and highly trained staff.

SCR. Make every cow count.

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