



We are happy to announce that we have begun release of the Next Generation of Cow Sense<sup>®</sup>. The revolutionary design of this product strikes an incredible balance between **ease of use, robust capabilities** and **user customization**. As indicated in our earlier announcement last Fall, this will be a phased rollout, with a **Pre-Release available now**. **The entire EZ features** are scheduled for release the **first part of March**, with the **PRO features the first of April 2014**. If you have companion products such as **Pocket Cow Sense, Cow COMM, Premium Interface Component (PIC) Sale Manager** or are licensed for the **Multi-User Edition**, you will want to wait to upgrade until **all** products you currently use are released.

Although our previous Version 4.85 of Cow Sense has very current product features, the early legacy foundation upon which it was built would not allow it to run on 64 bit computer operating systems. To solve that issue **alone** would have been fairly simple. However **Cow Sense NxGen is a completely new design from the ground up** of what we have learned in 25 years in this business, hence the strategic phased rollout.

With **Cow Sense NxGen** we have consolidated the features available in previous Cow Sense core products (EZ-75, Lite, Commercial and Purebred). The **Cow Sense NxGen** offering consists of just **two core products, EZ and PRO**. Each version offers features from which you can pick and choose based upon the level of detail you want your herd records to provide.

In addition, your herd size and the number of herds you wish to maintain will be a consideration. **EZ-100 and PRO-100** are designed for operations that have **100 head or less of active breeding cows** in a single herd file. There is no limit to herd size or number of herd files with either the standard **EZ or PRO** products.

Please follow the link below for more information about what is included in the Pre-Release and the differences between our EZ and PRO products. The NxGen Features Comparison allows you to check off what features are important to your operation and select which product is best for you: <http://www.midwestmicro.com/ng/info.htm>.

The cost of the upgrade to **NxGen** will depend upon the product you choose. As a current Cow Sense Customer the Upgrade cost is **half price** of the product retail price, as shown below:

<b>Cow Sense NxGen Upgrade Pricing (from Cow Sense Version 4)</b>		
<b>Product</b>	<b>Retail Price</b>	<b>Upgrade Price</b>
<b>EZ-100</b>	<b>\$150.00</b>	<b>\$ 75.00</b>
<b>EZ</b>	<b>\$300.00</b>	<b>\$150.00</b>
<b>PRO-100</b>	<b>\$300.00</b>	<b>\$150.00</b>
<b>PRO</b>	<b>\$600.00</b>	<b>\$300.00</b>

(More on page 2)

The upgrades will soon be available for purchase at <http://www.shopcowsense.com/>. In the interim, if you wish to purchase an upgrade to one of these NxGen products please call (800) 584-0040 and we can take your order over the phone.

It is important to understand ***you are not required to UPGRADE*** your Cow Sense Version 4 product. We will continue to support Cow Sense Version 4 for some time. Also our current Customer Service Policy states that “Version Upgrades (within program mode) released within 12 months of purchase will be provided at no cost to the user”. Due to the delays we have experienced in bringing NG to market we are extending the New Customer ***No Cost Upgrade Guarantee time period to 18 months.***

**The Pre-Release** (which contains most EZ product features) will satisfy some of our customer needs and as indicated, ***is available today.*** The full features of EZ will be released as a free update to the Pre-Release the first part of March. Present Cow Sense Version 4.85 Lite, or EZ-75 and even some Commercial customers may find the Pre-Release will meet your present needs (refer to the NxGen Features Comparison). If so, ***you can confidently purchase the Cow Sense NxGen EZ Upgrade today.***

You can ***download a Trial Edition of the Pre-Release*** and test drive it yourself at the following link: <http://www.cowsense.com/ng/>. Also note that site has links to the NxGen ***Quick Start Guide and Video Tutorials.*** Both are excellent references to help you get acclimated to this entirely new Cow Sense environment. Some computers with Windows XP Operating System may require installation of additional resources. If you encounter such a message during installation simply follow the link and instruction to download that prerequisite, then Run the Cow Sense NxGen install again.

If your operation has immediate needs that are not a part of this Pre-Release, you may wish to wait until the PRO features are available before upgrading to NxGen. In either case, should you decide to upgrade, a ***Herd Converter Wizard*** will be a part of the upgrade so you can ***easily convert your Cow Sense Version 4 herd file*** into the new NxGen format.

Please continue to monitor your e-mail, our website at [www.cowsense.com](http://www.cowsense.com), the Cow Sense Corral and Facebook for more information. Please remember to log into the Cow Sense Corral and confirm we have your current e-mail in the “My Account” section.

We sincerely ***thank you for your support of Cow Sense products and services over the past 20 years!*** It has been our pleasure to work with you and the beef industry for which we share the same passion. Hopefully this announcement has communicated our plans and commitment to ***continue providing the most advanced, yet user friendly tools required for profitable herd management.*** We are extremely excited about the capabilities and role ***Cow Sense NxGen*** will have to play in your operation as well as the entire beef industry in the future. In the interim, we remain...

At Your Service,

The Cow Sense Team!

