



## *Premium Interface Component™ (PIC)*

PIC (pronounced pick) is the interface component of the **Cow Sense®** suite of products. PIC is an add-on to the Commercial and Purebred modes that provides interface and communication capability with other segments of the industry.

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### *Why Would I need PIC?*

Although you can easily import and export data with Cow Sense, **PIC** provides for a seamless exchange of data with other entities using standard protocols. Midwest MicroSystems has forged a number of working relationships, which allow the transfer of data into and from Cow Sense with other segments of the production system without re-keying.

*This exchange may be between:*

- *ranch and feedlot,*
- *processor and ranch*
- *participating Breed Associations, or*
- *other industry partners such as Micro Beef Technologies*
- *Web based comparative analysis*
- *Web based animal registry*

**PIC** stamps a template on the Cow Sense herd that customizes your program to fit the exact fields of information that your other production partners in the industry require.

Cow Sense then allows you maximum flexibility to customize the rest of the program to your individual production needs.

### *Industry Commitment and Dependability*

Our line of beef industry management tools is a clear indication that we understand the challenges and opportunities that the beef industry faces every day.

**The Cow Sense Suite of products were designed and programmed for beef producers by beef producers.** That inborn appreciation of our industry and the challenges we encounter provides us the ability to understand our fellow cattlemen's needs and incorporate their input.

The combination of our highly technical skills and hands-on beef production expertise provides a unique ability to design products that efficiently and effectively meet the needs of the industry.

### *Vision... with Delivery*

Our focus is industry wide and we are committed to provide you with the leading edge tools needed to easily move data upstream and downstream. This direction sets Cow Sense apart from other herd management software programs. Examples of this are the incorporation of the Notebook and PDA computer technology for remote data collection. The Notebook computer provides full access to the your entire Cow Sense data base - whether chute side or in the pickup.

### *Introducing...*

#### *The Cow Sense E-Form*

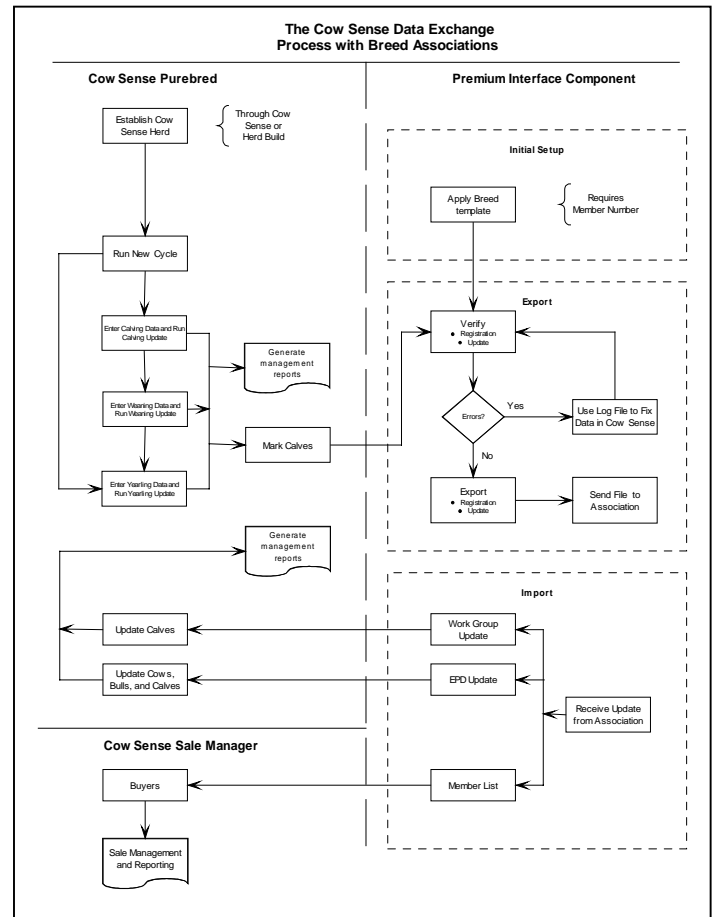
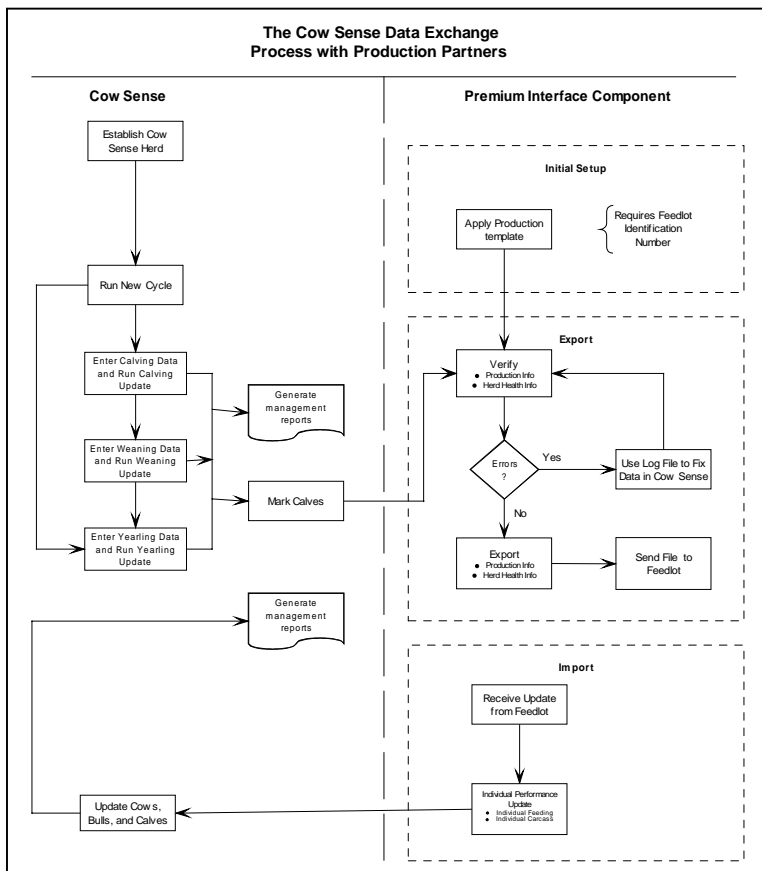
To meet your data collection needs in the field, we are proud to introduce our electronic calving field, or E-forms, which are developed for the Personal Digital Assistants (PDA) or hand held computers. **PIC provides the interface between your Cow Sense installation on your desktop computer, and the PDA.** Simply import your calving information from your desktop to your PDA, collect the data in the field and export the information to your desktop. The Cow Sense E-Form is also compatible with electronic identification (EID) scanning devices or readers.

## Breed Associations

In Purebred mode, PIC stamps a breed template (as illustrated in the figure to the right) on the Cow Sense herd that customizes Cow Sense to fit the exact fields of information that the Association requires. Cow Sense then allows producers maximum flexibility to customize the rest of the program to your individual needs.

To date we have developed Breed (Association) interface capability with the **Red Angus Association of America, North American Limousin Foundation, American Intl. Charolais Association, American Angus Association, American Maine Anjou Association, and American Chianina Association.** We are actively pursuing compatibility with the Brangus, Gelbvieh, Hereford, and Simmental associations. Our ultimate goal is to achieve electronic compatibility with all associations that have that capability. In cases where associations do not have electronic capability we will pursue the ability to submit printed reports.

The primary functions of this feature of the PIC are to: maintain standardized fields required by the respective breed associations; send in applications for animal registration; meet the requirements of total herd reporting; and to receive back registrations and EPD updates.



## Production Systems

Certainly other segments of the industry that are critical to the exchange of information with the cow-calf producer are the feeding and processing phases. Cow Sense users can export "individual on-ranch" performance and very soon treatment data to any feed yard, however for those with the ACCU-TRAC system, this process is seamless.

Micro Beef Technologies' ACCU - TRAC™ Electronic Cattle Management provides computer software systems for individually tracking and managing cattle through this phase and harvesting. In addition, any feed yard with the ACCU-TRAC system can export individual animal feeding and carcass performance data to a Cow Sense user. This information is then easily imported into your Cow Sense program (Commercial or Purebred Edition)!

As illustrated in the diagram to the left, PIC stamps a production template on the Cow Sense herd that customizes Cow Sense to fit the exact fields of information that the production partner requires. ***This template provides the seamless exchange of information in the formats required so both ends can provide information that make the end product more profitable.***



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***The advent of beef alliances, source verification initiatives and beef quality assurance programs has created an even greater need to know more about each animal you produce and be able to track each stage of production from ranch gate to consumers plate. PIC provides you that Tool!***

*Midwest MicroSystems is dedicated to improve the economic position and success of our customers by providing the most current, highest quality, integrated information management systems for the beef industry...*