

# MOOV-TASTIC

## Virtual Fencing & Health Monitoring System

**Moov-Tastic** is a fictitious livestock technology company that provides a combined **virtual fencing** and **real-time cattle health monitoring** solution designed to simplify herd management, reduce labor, and improve grazing efficiency.

### Product Overview

Moov-Tastic offers a complete system built around a **smart collar**, a **wireless communication network**, and the **Moov-Tastic mobile app**. Together, these tools give cattle producers constant insight into herd health and the ability to control grazing boundaries from their phone or computer.

### The Moov-Tastic Collar

Each animal wears a lightweight, weather-resistant collar equipped with:

- Body temperature sensor
- Eating and drinking activity trackers
- Motion and activity monitor
- GPS location module

The collar continuously gathers data to identify early warning signs of:

- Heat stress
- Illness
- Injury
- Reduced intake
- Isolation from the herd

These insights are sent directly to the Moov-Tastic app through the producer's **wireless network subscription**.

### Connectivity

All collars communicate over any locally available wireless connection covered under the ranch's **Moov-Tastic Network Subscription**.

This ensures:

- Broad pasture coverage
- Automatic syncing
- Reliable real-time alerts
- Secure cloud storage of herd data

## **Moov-Tastic Mobile App**

The app serves as the producer's command center, providing a **Herd Health Dashboard** that displays:

- Color-coded warning alerts
- Click through links for animal profiles showing distress or concern (e.g. location)
- Herd movements

Individual animal data can also be located by searching on ear-tag number or other unique identifiers. Specific data includes:

- Behavior and intake history
- Temperature and motion readings

## **Location & Mapping Tools**

- Real-time GPS tracking
- Herd movement patterns
- Individual animal tracking

## **Virtual Fencing Tools**

This is a key competitive advantage: Moov-Tastic allows producers to create **virtual fences**, similar to the Halo Collar system used for dogs.

Producers can:

- Draw and edit fencelines directly on the map
- Set temporary paddocks
- Adjust boundaries at any time
- Rotate cattle without physical cross fencing
- Reduce labor, fuel, and equipment costs

When cattle approach the virtual boundary, the collar provides:

- **Audible cues**
- **Gentle vibration signals**

Animals quickly learn to respond, making rotational grazing and pasture management extremely efficient.