

**The WriteTAG™ Electronic Ear Tag is the industry's only low frequency, full-duplex readable *and* writeable cattle tag, providing secure and immediate information to meet market demands.**

It is the central component of API's comprehensive WriteTAG System, which completely automates your information management and tracing processes for greater returns on your cattle investment.

- With animals moving through several locations during their production life, WriteTAG Electronic Ear Tags allow you to keep all information with each animal for immediate feedback. Each operation gains controlled access to data via owner-to-owner agreements.
- The tags allow you to manage your data when you manage your herd. After initial setup, no computer keyboard entry is required, ensuring accuracy while saving you up to hundreds of hours each year.
- All tags are tamper-proof to meet government and market verification demands. And all data is protected to give you complete privacy control.
- Data is simple to read and update using our WriteTAG read/write units, robust handheld and stationary devices available at the right price with the capabilities to meet your needs.



**Simplify your cattle data management process while realizing new profitable opportunities.**

WriteTAG™ Electronic Ear Tags provide a powerful, yet easy-to-use solution to help you meet industry information demands for age, source, and individual identification. But their unique ability to update and store extensive data with each animal is what sets them apart.

Use them as a secure and accurate means to fulfill government-tagging concerns and export mandates. Take advantage of premium pricing from verifiable quality beef programs. Gain the ability to capture carcass data to help increase return on investment with future calf crops. All at a cost comparable to conventional electronic ear tags.



**Explore new profitable opportunities with the only low frequency electronic ear tag that keeps extensive and vital data *with* each animal.**

For approximately the same cost as other electronic tags, WriteTAG™ Electronic Ear Tags offer greatly expanded opportunities in emerging cattle markets. Their on-board memory provides secured and verifiable information instantly, without the need for accessing a central database.

## Specifications

- On-board memory is tamperproof
- Provides superb retention when mounted in upper part of the ear
- Locking system integrated for permanent mount
- Size – 1 3/8" diameter

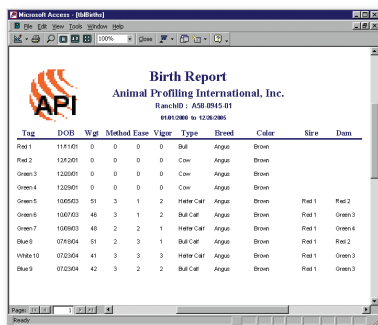
Depending upon your needs, WriteTAG Electronic Ear Tags allow you to store a wide range of details on each animal, such as:

- Birth information
- Ranch identification
- Diagnoses with treatments
- Dates of every transaction
- Weights
- Temperatures
- Premium program information
- Breed registration
- Processing protocols
- And much more

WriteTAG Electronic Ear Tags permit any system with electronic reading capabilities to access ISO numbers. Reading and storing additional information including source and age-verified data in real-time requires WriteTAG read/write units.

Our tags can help you ensure a healthier herd by incorporating API's health-screening services for secure and immediate verification of costly diseases such as bovine viral diarrhea.

Our software products are powerful and intuitive herd management tools designed to increase your productivity while saving you valuable time. These PC-based software packages seamlessly integrate with data stored on each animal's WriteTAG Electronic Ear Tag.



*WriteTAG Electronic Ear Tags are designed to work seamlessly with WriteTAG Herd Management Software, saving you valuable time and improving accuracy.*



**API**  
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